

Question Paper Code : 1667

MBA (C.M.M.) (Semester-IV) Examination, 2018

PRODUCT AND BRAND MANAGEMENT

[M -042]

Time : Three Hours]

[Maximum Marks : 70

Note : Answer **five** questions in all. Question **No.1** is **compulsory**. Besides this, **one** question is to be attempted from each unit.

1. Write short notes on the following : [3×10=30]
- (a) Define and explain various product levels.
 - (b) List and explain the product management functions.
 - (c) Draw and explain the "Ansoff matrix"
 - (d) Explain the concepts of product line and brand line.
 - (e) What is product mix and in what dimensions does a firm need to consider while making product mix decisions ?

1667/200

(1)

[P.T.O.]

- (f) What do you understand by line filling and line pruning decisions with reference to products ?
- (g) What is the difference between product and brand ?
- (h) Why is packaging important ?
- (i) List different stages of PLC.
- (j) Which six general criteria should be considered while choosing a brand element like brand name ?

UNIT-I

- 2. Explain in detail the BCG matrix and also list its shortcomings. [10]
- 3. What are the different levels of products ? Explain each with examples. [10]

UNIT-II

- 4. What is a Product Life Cycle ? Explain each stage with reference to Product, Pricing, Distribution and Promotion [10]

- 5. What do you understand by matrix approach to Product

1667/200

(2)

Planning ? Explain.

[10]

UNIT-III

- 6. What do you understand by Diffusion of Innovation ? List and explain the characteristics of adopters. [10]
- 7. List and explain the stages of a new Product Development Process. [10]

UNIT-IV

- 8. What is Brand Positioning ? Why is it very important for successful marketing ? [10]
- 9. Explain the Brand Name Selection process and what are the elements used as a base for selection ? [10]

----- X -----

1667/200

(3)