

Code: 17E00305

MBA III Semester Regular Examinations November/December 2018

PRODUCT & BRAND MANAGEMENT

(For students admitted in 2017 only)

Time: 3 hours

Max. Marks: 60

All questions carry equal marks

SECTION – A

(Answer the following: (05 X 10 = 50 Marks))

- 1 Explain the responsibility of product manager.
OR
- 2 Differentiate Product Line and Product Mix in detail.
- 3 Define product and explain various stages in new product development.
OR
- 4 While developing product strategy how you will do customer analysis and competitor analysis.
- 5 Write short notes on the following:
(a) Brand valuation methods.
(b) Brand revitalization.
OR
- 6 What is brand? Explain types and advantages of branding.
- 7 What is a brand extension? Give its advantages and disadvantages.
OR
- 8 What steps you will take to create brand value for your product? What are brand attributes and give features of strong brand.
- 9 Explain branding in industrial sector with suitable examples.
OR
- 10 Discuss branding in Banking and Insurance sector with suitable examples.

PART – B

(Compulsory question, 01 X 10 = 10 Marks)

11 Case study:

A famous cigarette manufacturing company is sponsoring an international cricket match. There is massive advertisement of its products in various media, including television watched by millions of general public. Their branded product through advertisement is likely to gain attention of the public and influence them to become their customers.

In the light of the above, answer the following questions:

- (a) To what extent the cigarette manufacturing company can discharge its social responsibility towards its customer's safety and protection?
- (b) When it advertises in mass appealing media, it may influence the young minds to consume the product, is it not injurious to the society?
