

Roll No.

Total No. of Pages : 03

Total No. of Questions : 10

MBA (Sem.-4)

PRODUCT AND BRAND MANAGEMENT

Subject Code : MBA-926-18

M.Code : 77811

Date of Examination : 21-05-2024

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTIONS TO CANDIDATES :

1. SECTION-A contains EIGHT questions carrying TWO marks each and students have to attempt ALL questions.
2. SECTION-B consists of FOUR Subsections : Units-I, II, III & IV. Each Subsection contains TWO questions each carrying EIGHT marks each and students have to attempt any ONE question from each Subsection.
3. SECTION-C is COMPULSORY and consists of ONE Case Study carrying TWELVE marks.

SECTION-A

1. Write short notes on :

- (a) Product management
- (b) Competitive brand market position
- (c) Objectives of product planning
- (d) Market entry decisions
- (e) Brand mark and Trade mark
- (f) Brand Leverage
- (g) Brand Loyalty
- (h) Brand Rejuvenation.

SECTION-B

UNIT-I

2. What is product portfolio? Discuss the steps in the product portfolio planning and analysis with examples.
3. Write a detailed note on the impact of global forces on products with suitable examples.

UNIT-II

4. What is product planning and development? Discuss various steps involved in product planning and development.
5. Discuss :
 - (a) Evaluation of test marketing results
 - (b) National launching of new products

UNIT-III

6. Discuss different types of brand with examples. Explain different ways to select a brand name.
7. What are different functions of a brand? Explain various factors influencing branding decisions.

UNIT-IV

8. What is brand equity management? Explain various global branding strategies in detail.
9. Discuss the methods to build strong brands. How the brand performance may be measured?

SECTION-C

10. Case Study on Product Mix used by Phillips :

Philips is one of the leading consumer electronics brands. Philips has three Business divisions in marketing mix product portfolio. Each division of Philips has its own product line that fulfill the demands of target and audience. Some of the product offering in this segment are :

- Sound and Vision : Philips TV, headphone, DVD Player, Home cinema sound etc.
- Personal Care : Shavers, hair removal, stylers etc.
- Household Product : Kettles, -air purifiers, vacuum cleaners etc.
- Lighting : LED Bulbs, florescent tubes etc.

The target market of Philips is wide and it differs in age, culture, status etc. It targets the consumers that are willing to try new innovative products that Philips comes up with.

Questions :

- (a) In order to get Success in market Philips focused on what strategy?
- (b) Philips has its own product line?
- (c) What type of target market does Philips has?

NOTE : Disclosure of Identity by writing Mobile No. or Marking of passing request on any paper of Answer Sheet will lead to UMC against the Student.