

Roll No.

Total No. of Pages : 02

Total No. of Questions : 17

MBA (Sem.-4)
PRODUCT AND BRAND MANAGEMENT

Subject Code : MBA-926-18

M.Code : 77811

Date of Examination : 06-07-22

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

Write short notes on :

1. Define product planning.
2. What is the purpose of perceptual analysis?
3. Differentiate between Product Positioning and Product Differentiation.
4. What is test marketing?
5. What are functions of a brand?
6. What are the branding challenges and opportunities?
7. What are the sources of brand loyalty?
8. What is brand relaunch? Give example.

SECTION-B

UNIT-I

9. “Production control cannot be same across all the organization”. Discuss. What are the factors on which Production control is dependent upon?
10. Define product portfolio? Discuss the tools used for portfolio analysis and planning.

UNIT-II

11. Discuss different methods of forecasting demand. How do these forecast influence product planning?
12. Discuss the process of determining the market entry strategy of a company. Discuss the dos and don'ts of the national launching program of a new product.

UNIT-III

13. Comment upon the significance of branding for consumer products in today's competitive marketing environment. Differentiate between family and individual brand.
14. Write short notes on :
 - a. Brand structures
 - b. Trade mark.

UNIT-IV

15. What do you understand by Brand Equity? Explain various methods of calculating Brand Equity.
16. Write short notes on following :
 - a. Methods of relaunching a brand.
 - b. Brand leverage.

SECTION-C

17. Case Study :

A Food company wants to develop a new Soup to enter the healthy soup market. The new soup will consist of vegetables proteins and fiber and will be positioned as a complete meal. The company has to compete against established soup players in the market. For this the company plans to conduct blind fold taste tests, asking the consumer to compare the new product with a variety of soups alternative currently available in the market. You are the head of the committee and chairman of the company wants that launch be successful. You have been asked to think about the brand name, its positioning in the market and other things about its successful Launch.

- a. Design a plan to launch the product in the market.
- b. *“Develop a branding strategy for the product while outlining different components of the brand mix”*. Justify your choice.

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.