

M.B.A. (C.B.C.S. & Old Pattern) Sem-III
MBA236A / PCB3EA2 - Product Management & Brand Management

P. Pages : 1

Time : Three Hours



GUG/S/19/10707

Max. Marks : 70

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- Notes : 1. Attempt **any five** questions.
2. All questions carry equal marks.

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| 1. | What is product portfolio? Explain the concept of BCG Matrix and its application. | 14 |
| 2. | Explain product life cycle and its variant in details. | 14 |
| 3. | "Innovation and creativity in new product hell's company to earn more profit's" comment with an example. | 14 |
| 4. | Explain the various issue involved in managing Brand equity. | 14 |
| 5. | Discuss in details brand portfolio analysis. | 14 |
| 6. | What is Brand positioning? Describe the different levers of brand Hierarchies. | 14 |
| 7. | Explain the role of IMC in marketing and brand management along with objectives. | 14 |
| 8. | Discuss in details developing brand strategies. | 14 |
| 9. | What is brand extension? Discuss advantages and disadvantages of brand extension. | 14 |
| 10. | Write short note on any two . | 14 |
| | a) Global branding. | |
| | b) Brand attributes. | |
| | c) Brand association | |
| | d) Product mix. | |
