

MBA II Year Examination
MP-603 : Product and Brand Management

Time: 3 Hours

Max. Marks: 80

Note: The question paper is divided into three sections A, B & C. Write Answers as per the given instructions.

Section A

(Very Short Answer Type Questions)

Note: Answers all 8 questions. As per the nature of the questions you delimit your answer in one sentence up to 50 words. Each question carries equal marks. (Marks 2x8=16)

1. What is Product?
2. Name Categories of Goods.
3. What is Product line?
4. Define Expected Product.
5. Define Brand Extension.
6. Define Positioning.
7. Define Branding.
8. What is Brand Equity?
9. Name elements of successful brand identity.
10. Define Vision statement
11. Define Mission statement.
12. Define Customer Loyalty.
13. Why do brands loose vitality?
14. What is brand licensing?
15. Explain Brand Franchising.
16. Define Brand value.
17. Define Global brand.
18. Discuss characteristics of Decline stage in PLC?
19. Define Product labelling.
20. Define warranty.
21. What is Guarantee?
22. What is Manufacturer brand?
23. Name factors affecting the success of brand extension?
24. Define Brand Awareness.

Section B

(Short Answer Type Questions)

Answer any 4 questions. Each answer should not exceed 100 words. Each question carries 08 marks. (Marks 8x4 = 32)

1. What do you understand by 'New Product'? Discuss with suitable examples and Justifications.
2. Discuss the Exceptions when PLC does not follow the S-Curve.
3. Explain with diagram the matrix of Consumer purchasing decision.
4. Discuss the strategies to grow and sustain brand equity.
5. Critically evaluate the importance of brand building.
6. What do you understand by Brand Positioning? Discuss the concept in Indian Context ?
7. What do you understand by Brand? Also differentiate between Internal and External Branding.
8. What do you mean by Brand Equity? Discuss various drivers of brand equity.
9. Give an appropriate Example of Corporate Brand strategy and product Brand strategy with help of relevant examples.
10. Elaborate on few positioning errors citing suitable examples.
11. What is the goal of a successful brand awareness campaign? What are the different types of brand awareness?
12. Discuss some of the market based and income based methods of measuring brand equity.
13. What are the 2 types of Brand value? Also explain the significance of improving a brand's value.
14. Differentiate between Brand identity, Brand image and brand association?
15. Brand loyalty leads to Brand equity. Explain
16. Enumerate the importance of a strong Brand.
17. Differentiate between pseudo loyalty and committed loyalty.
18. Explain the rules of Brand revitalization.
19. Discuss the Disadvantage of Global Branding.
20. Explain the franchising agreement in detail.

21. Explain the Product Adoption Model and the stages in adoption of a new product.
22. Write short notes on (any one)
 - a) Test Marketing
 - b) Business Analysis
23. Enumerate benefits of branding for the customers and organizations.
24. Explain in detail the types of Brand Extensions.

Section C

(Long Answer Type Questions)

Answer any 2 questions. Each answer should not exceed 800 words. Each question carries 16 marks. (Marks 2x16=32)

1. “Packaging is a powerful selling medium”. Explain. Also discuss its importance in Selling.
2. Pick your favorite brands in FMCG, Consumer Durables and Services and discuss why these brands are preferred by you.
3. Discuss the challenges faced by brand managers in building brands in the modern times.
4. Critically Evaluate the statement, ‘Branding Strategies involve action plan for organized development of a brand to enable it to fulfill its set objectives’.
5. Recommend Guidelines and practical tips to make brand positioning effective.
6. Suppose you have to create a brand image for your company. Being the Marketing Manager, explain in detail the values and attributes you will look for, while Creating a good brand.
7. “One definition is not sufficient in understanding the concept of brand equity as it as it has many dimensions” Do you agree with the statement? Elaborate your view point with suitable examples and justification.
8. Elaborate the various methods of calculating the brand value and the obstacles to Brand valuation.

9. Suppose you are the Brand Manager of a Taj group of Hotels. The value of your brand has been falling for the past few years due to increase in competition. Now it's on your shoulder to calculate the brand's value and improve the same. Therefore, comprehend the six step process by which you can build a brand value. Also suggest measures to improve your brand's image.
10. Mention some of the managerial issues that you, as a manager might face in the process of brand valuation.
11. State the difference between range brand strategy and line brand strategy with help of relevant examples.
12. "As the firm expands in international market, issues relating to brand architecture or brand structure become even more complex. Critically evaluate International branding strategy.
13. Choose a Brand from a FMCG Company and a Insurance Company and try to find the positioning strategy used for these brands by their respective companies.
14. Write a short note on the following.
 - (a) Mapping of Consumer perception or perceptual mapping
 - (b) Repositioning
15. Suppose you have to create a brand image for your company. Being the Marketing manager explain in detail the values and attributes you will look for while creating a good brand?
16. Mention some of the managerial issues that you, as a manager might face
In the process of brand valuation.
17. Describe Jean Noel Kapferer's Brand identity prism. Discuss the prism with help of any product brand of your choice.
18. You are the Brand Manager of a popular MNC which will go for brand revitalization in a short time. Now enumerate some of the basic rebranding mistakes that your company can make.
19. Suppose you want to start a business of your own. Now based on the advantages and disadvantages of franchising and licensing, which one will you choose?

20. “The product life cycle (PLC) is an important concept in marketing that provides insights into a product’s competitive dynamics” Explain?
21. Critically evaluate the statement, “ Branding strategies involve action plan for organized development of a brand to enable it to fulfill its set objectives”.
22. Write a short note on the following:
- (a) Brand Elements
 - (b) Marketing strategies in maturity stage of PLC
23. What do you understand by Brand positioning? Discuss this concept in Indian Context.
24. Write a short note on the following:
- (a) Endorsing Brand Strategy
 - (b) Range brand strategy