

Roll No.

Total No. of Page(s) : 2

MMS/DX: 6192

MM-303 Product and Brand Management

Time : 3 Hours]

[Maximum Marks :70

Note: Attempt Five questions in all. Q No.1 is compulsory.
Attempt any Four questions from Q.No 2 to Q. No 8.
All questions carry equal marks.

I. Discuss briefly (around 50 words):

- a) Importance of Branding
- b) Product Skimming and Penetration Strategies.
- c) Brand Identity
- d) Family Brand
- e) Brand Communication.
- f) Benefits of Brand Equity
- g) Product levels

Q2 Differentiate among the terms product item, product line and product mix. Being a marketing manager of an FMCG company, how will you take product line and product mix decisions?

Q3 'New Product introduction is often the best strategy to arrest the decline in sales and profits". Discuss. What is other available option with the organisation to achieve the objective?

Q4 Is there any difference between 'Brand Personality' and 'Brand Image'? What are the physical, functional and psychological aspects of the brand?

Q5 Discuss the various levels of Brand Loyalty. What can be done by the marketers to ensure that the customers are loyal to their brands?

Q6 "Positioning is the art of creating a distinct image for a brand in the mind of the customers". Do you agree with statement? Discuss with examples. How would you differentiate it with re-launch?

Q7 Explain how branding will help the organisation in:

- a) Retail Sector
- b) International Marketing
- c) Industrial Sector

Q8 What is Brand Equity? What are its sources ? How can the brand equity be measured?