

Code: 9E00304b

MBA III Semester Regular & Supplementary Examinations January 2015

PRODUCT AND BRAND MANAGEMENT

(For Students admitted in 2011, 2012 & 2013)

Time: 3 hours

Max. Marks: 60

Answer any FIVE questions
All questions carry equal marks

- 1 (a) Define *Product Management*.
(b) What are the emerging trends in brand management?
(c) What are the steps to be followed in *Product Planning*?
- 2 (a) What is *Product Management*?
(b) What are the stages of new product positioning?
(c) How is *Product Positioning* different from *Product Re-positioning*?
- 3 (a) Define Branding.
(b) What are the factors that attract a brand?
(c) What are the essential characteristics and principles of branding a product?
- 4 (a) What is Value addition?
(b) How can organizations add value to their brands?
(c) Explore the relationship between brand and CRM.
- 5 (a) What is brand portfolio?
(b) What are your suggestions for best portfolio of brands?
(c) How do organizations manage their brand portfolio?
- 6 (a) What do you mean by *Brand Image*?
(b) Discuss the impact of brand image on the performance of organization.
(c) Explain the steps and hurdles in brand image building process.
- 7 (a) What is brand personality?
(b) How can brand personality be assessed?
(c) Explain brand personality change.
- 8 (a) Explain branding in *Retail Sector*.
(b) How retail sector is different from service sector?
(c) What are brand promotion strategies you suggest to a retail business company?
