

Code: 9E00304b

MBA III Semester Supplementary Examinations September/October 2014

PRODUCT & BRAND MANAGEMENT

(For students admitted in 2010, 2011 and 2012 only)

Time: 3 hours

Max Marks: 60

Answer any FIVE questions
All questions carry equal marks

- 1 (a) What is a product?
(b) What are the chief characteristics of a product?
(c) Explain the steps involved in new product planning.
- 2 (a) Explain the major steps in product development.
(b) Mention the special issues in product development.
- 3 (a) What is meant by brand hierarchy?
(b) List out different types of brand hierarchy.
(c) Explain the significance and advantages of brand hierarchy.
- 4 (a) What is brand positioning?
(b) Distinguish between brand positioning and brand development.
(c) Discuss the process of positioning a new brand in the market.
- 5 (a) What is brand creation?
(b) Distinguish between brand creation and brand revitalization.
(c) Discuss the main factors responsible for creating a brand.
- 6 (a) Define brand identity.
(b) What are the factors which attracts brand identity?
(c) Explain the purpose of measuring a brand.
- 7 (a) What is brand personality?
(b) Explain the role played by brand personality in promoting products.
(c) Explain financial aspects of a brand.
- 8 (a) Discuss the significance of branding in different sectors.
(b) Explain the importance of branding in customer sector.
