

Code: 9E00304b

MBA III Semester Supplementary Examinations, June 2012

PRODUCT AND BRAND MANAGEMENT

(For students admitted in 2009 & 2010 only)

Time: 3 hours

Max Marks: 60

Answer any FIVE questions
All questions carry equal marks

- 1 Explain the product planning process for existing products.
- 2 What are the stages in the new product development?
- 3 Explain different stages in product life cycle.
- 4 Write short notes on the following:
 - (a) Brand personality.
 - (b) Brand identity.
 - (c) Brand hierarchy.
- 5 How do you create and manage brand equity?
- 6 What are the advantages and disadvantages of brand extension?
- 7 What are the brand positioning strategies?
- 8 Explain the concept of branding in service sector.
