

MMPM-003

Master of Business Administration (MBA)/ Master of Business Administration (Online) (MBAOL)/ Master of Business Administration (Marketing Management) (MBAMM)/Post Graduate Diploma in Marketing Management (PGDIMM)

ASSIGNMENT

For

July 2023 and January 2024 Sessions

MMPM-003: Product & Brand Management

**(Last date of submission for July 2023 session is 31st October, 2023
and for January 2024 sessions is 30th April, 2024)**



**School of Management Studies
INDIRA GANDHI NATIONAL OPEN UNIVERSITY
MAIDAN GARHI, NEW DELHI – 110 068**

ASSIGNMENT

Course Code	:	MMPM-003
Course Title	:	Product & Brand Management
Assignment Code	:	MMPM-003/TMA/JULY/2023
Coverage	:	All Blocks

Note: Attempt all the questions and submit this assignment to the Coordinator of your study centre. Last date of submission for July 2023 session is 31st October, 2023 and for January 2024 sessions is 30th April, 2024.

1. a) What is a Product? Discuss the Product Characteristics and its classification with suitable examples.
b) Explain the concept of Product Portfolio. Discuss the BCG-growth share matrix that you are familiar with.
2. a) Comment on how a firm organizes the process of new product development process. Discuss setting the responsibility for new product development in the following situations.
 - i) New product development at the corporate level
 - ii) New product development at operating levelb) What is a new product? Briefly discuss the various techniques used for generated new product ideas.
3. a) Explain the concept and significance of branding. Illustrate. Discuss the steps involved in the brand selection process.
b) Comment on the brand building blocks you are familiar with. Discuss the key initiatives that markets ought to consider in branding decisions.
4. a) What are the factors to be kept in mind in choosing brand element and how do they help in building brand equity?
b) What are the five levels which brand can use to sustain value overtime?