

MMPM-003

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

**ASSIGNMENT
For
July 2024 and January 2025 Sessions**

MMPM-003: Product & Brand Management

**(Last date of submission for July 2024 session is 31st October, 2024
and for January 2025 sessions is 30th April, 2025)**



**School of Management Studies
INDIRA GANDHI NATIONAL OPEN UNIVERSITY
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ASSIGNMENT

Course Code	:	MMPM-003
Course Title	:	Product & Brand Management
Assignment Code	:	MMPM-003/TMA/JULY/2024
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 2024 session is 31st October, 2024 and for January 2025 sessions is 30th April, 2025.

- 1 a) Distinguish and discuss with suitable examples the term product and brand one each from an FMCG and a consumer durable of your choice.
- b) Explain with an example the meaning of a Product and Product line. What are the key reasons/ideas for companies venturing into product lines? Discuss.
Elaborate on the need, necessity and criteria for new product development ideas.
- 2 a) List out and explain the reasons for firm to consider new product development ideas in their businesses.
Assume that the country's leading passenger car manufacturer is contemplating to introduce a two seater micro car for the Indian market. How will the company set responsibility for developing this micro car at the corporate level as well as the divisional level? Explain the kind of role and responsibilities at both the levels.
- b) Define a new product. What are the various types of new products that you are familiar with give examples. It is necessary that the new product needs to be launched? If yes or no, furnish your reasons to justify.
- 3a) What is branding? Discuss its strategic relevance. Explain the key branding policy decisions that are available to the marketer and their advantages and disadvantages.

- b) Explain the concept of brand equity. The brand equity development is a process which is spread over a period of time with continuous brand building effort.
In the light of the above statement you are advised to select a strong and powerful brand of your choice and track/trace the effort which has gone into the making of a strong and powerful brand.
- 4a) As a marketers, what elements of brand you would consider significant that would help in the task of building brand equity. Select a brand of your choice and discuss the elements where the brand building was visible over a period of time.
- b) Explain your understanding of a domestic brand Vs. global brand.
Explain with an example the key reasons why marketers embark on expanding their brands to overseas/international markets?