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MCNE-003

00913

**MASTERS OF BUSINESS ADMINISTRATION  
(FULL TIME PROGRAMME)  
(MBACN)**

**Term-End Examination**

**December, 2012**

**MCNE-003 : PRODUCT AND BRAND  
MANAGEMENT**

*Time : 3 hours*

*Maximum Marks : 100*

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- Note :** (i) Answer *any five* questions.  
(ii) All questions carry *equal* marks.
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1. What do you mean by "brand" ? How branding decisions are made ? Explain with the help of an example how consumers and marketers benefit from the use of brand names ? 20
  
2. How brand Quality decisions are made ? What is the importance of brand positioning ? In what circumstances brand repositioning takes place ? Explain with the help of an example like LG or Samsung. 20
  
3. How many brand - name strategies are there ? Explain the importance and limitations of Individual and Family brand name decisions, with the help of an example. 20

4. Write short notes on : 5x4=20
- (a) Brand Elements
  - (b) Brand Equity
  - (c) Brand Extension Decision
  - (d) Multibrand Decision
5. What do you mean by leveraging secondary brand associations ? Explain the need for leveraging with the help of an examples. Also identify the limitations of leveraging secondary brand associations. 20
6. On an average 100 new products are introduced to the market each week, yet most of the products do not meet the expectations of their marketer. Why do many new products fail ? Give your answer with suitable example. 20
7. (a) Explain the importance of concept testing in the new product development process with the help of an example. 10
- (b) What is the purpose of idea screening stage of the new - product development process ? 10
8. Write notes on : 5x4=20
- (a) Product Life Cycle
  - (b) Modified Product
  - (c) Product Line
  - (d) Product - mix
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