

**MANAGEMENT PROGRAMME  
(MP)**

**Term-End Examination**

**December, 2022**

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

*Time : 3 hours*

*Maximum Marks : 100*

*Weightage : 70%*

---

**Note :** Attempt any **three** questions from Section A. Section B is **compulsory**. All questions carry equal marks.

---

---

**SECTION A**

1. (a) Explain the following terms with an example :
- (i) Core Product
  - (ii) Brainstorming
  - (iii) Labelling
  - (iv) Corporate Branding
- (b) Discuss the meaning and scope of Product Management function. Explain how a product can be classified. Illustrate with suitable examples.

2. (a) Discuss the various stages that a product or a brand goes through in its life-cycle. Illustrate with a consumer durable of your choice.  
  
(b) What is branding ? Elaborate the major function that a brand offers to its customers.
3. (a) Explain the concept of brand equity. Discuss how and why brand equity is created. Substantiate.  
  
(b) Explain the rationale behind branding decisions. On what criteria is a brand positioned to the target market ? Discuss.
4. Write short notes on any *three* of the following :
  - (a) Classification of Consumer Goods
  - (b) PIMS Model
  - (c) Idea Generation
  - (d) Family Branding
  - (e) Advantages of Brand Extension

## SECTION B

5. (a) Discuss the key factors that marketers should consider in pursuing product line extensions. Explain by taking Maruti passenger car company to explain the said factors.
- (b) What are the critical components of brand equity that create value for the firm ?
-