

No. of Printed Pages : 3

**MMPM–003**

**MASTER OF BUSINESS  
ADMINISTRATION (MBA)**

**Term-End Examination**

**June, 2024**

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

*Time : 3 Hours*

*Maximum Marks : 100*

*(Weightage : 70%)*

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**Note :** (i) Answer any **three** questions from Section A. Section B is compulsory.

(ii) All questions carry equal marks.

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**Section—A**

1. (a) What is a Product ? Explain the levels of product.
- (b) What is a product mix ? Explain it taking an example of a company of your choice.

**P. T. O.**

2. (a) What are various decisions that a marketer has to take with respect to a product line ? Illustrate with examples.
- (b) How to use General Electric (GE) or Mckinsey Matrix for Product Portfolio Analysis ? Discuss.
3. (a) What is Branding ? Discuss the Brand Name Selection process with examples.
- (b) What kind of role does consumer play in building a brand ? Give examples in support of your answer.
4. Write short notes on any *three* of the following :
  - (a) David Aaker model of Building Brand Equity
  - (b) Brand hierarchies
  - (c) Levers for sustaining Brand value
  - (d) Strategies of in Growth Stage of PLC
  - (e) Concept development and Testing in New Product Development process

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**Section—B**

1. Suggest pricing mechanism for the following new products scheduled for Launch :
  - (a) Coconut water in tetra pack
  - (b) Electric Bike
  
2. As a Brand Manager of a heading holiday resort firm with all India operations, what brand name would you suggest for honeymoon package conceived and targeted for newly married urban couples. Give reasons in support of your answer. 10