

MMPM-003

Management Programme

ASSIGNMENT
for
July 2022 and January 2023 sessions

MMPM-003: Product and Brand Management

*(Last date of submission for July 2022 session is 31st October, 2022 and for
January 2023 session is 30th April, 2023)*



School of Management Studies
INDIRA GANDHI NATIONAL OPEN UNIVERSITY
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ASSIGNMENT

Course Code	:	MMPM-003
Course Title	:	Product and Brand Management
Assignment Code	:	MMPM-003/TMA/SEM-II/2022
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 2022 session is 31st October, 2022 and for January 2023 session is 30th April, 2023.**

1. (a) What is a product? Explain the bases of classifying product by marketers.

(b) Explain the term product life cycle. Discuss the various stages of product life cycle with an example.
2. (a) What is a new product? Discuss the sources of new product ideas and the various methods of generating new product ideas that are available for firms to consider.

(b) Explain the steps in the new product development process.
3. (a) Elaborate on the importance and benefits of branding. As a marketer what branding decisions that you would consider and why?

(b) What are brand building blocks? When and why marketers should focus on these building blocks? Explain with suitable example.
4. (a) Comment on the key principles that you would consider in building a good branding strategy for a newly launched e-bike and justify the principles so considered.

(b) Explain the need and importance of brands expanding to international market. Discuss the benefits and limitations of international presence.