

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

Term-End Examination

December, 2013

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

Time : 3 hours

Maximum Marks : 100

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- Note : (i) Attempt any five questions.
(ii) All questions carry equal marks.*
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1. What is a brand and how does branding works ? Give examples. **20**
2. Explain : **10+10**
 - (a) Brand Equity as a bridge.
 - (b) Three main set of brand equity drivers.
3. Explain brand value chain. Use suitable example in support of your answer. **20**
4. Discuss devising a branding strategy. Give example. **20**
5. Explain : **10+10**
 - (a) Points of difference and points of parity.
 - (b) Straddle positioning.
6. Explain with examples five levels of customer value hierarchy. **20**

7. How do companies derive fresh consumer insights to differentiate products and services ? Give examples. 20
 8. Explain Product Life Cycle (PLC) ? Discuss the four stages with examples. 20
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