

No. of Printed Pages : 3

**MMPM–003**

**MANAGEMENT PROGRAMME (MP)**

**Term-End Examination**

**December, 2023**

**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) Explain the following terms with an example :
  - (i) Trademark/Logo
  - (ii) Skimming Pricing Strategy
  - (iii) Brand Associations
  - (iv) Brand Asset Valuator
- (b) Define what constitutes a new product and explain how the responsibility for New Product Development is assigned at the corporate level.

**P. T. O.**

2. (a) With the help of suitable examples, discuss the possible situations where generation of new products ideas occur both internal as well as external to the firm.
- (b) What options of different appeals that a marketer can use to reinforce a strong and positive perception for the purpose of building a strong brand image among its customers ? Explain.
3. (a) List the brand building blocks and explain how important these blocks are in the consumer decision-making process.
- (b) What is brand hierarchy ? Comment on the different levels of brand hierarchy which are accessible for a marketer.
4. Answer any **three** from the following :
  - (a) Services Differentiation
  - (b) Utility of Display Matrices
  - (c) Generation of New Product Ideas
  - (d) Advantages of Branding the Commodities
  - (e) Composite Measure of Brand Equity

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**Section—B**

5. (a) Discuss the important criteria used to screen new product ideas. How would you use product profile rating to a new product idea ? Illustrate.
- (b) Comment on the need for brand valuation and the methods available for a marketer.