

00390

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

**Term-End Examination**

**June, 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 do you mean by customer based brand equity ? How brand Sponsor decision is made ? Explain in detail with the help of suitable examples. 20
2. How the brand elements help in building the brand equity ? What are the different brand elements and what are the advantages and limitations of brand equity ? 20
3. Define Marketing Communication. How an effective communication help in the process of brand equity ? Give your answer with the help of an example. 20

4. Write short notes on : 5x4=20
- (a) Brand Positioning
  - (b) Brand Quality Decision
  - (c) Brand Associations
  - (d) Brand Equity Measurement
5. Explain in detail the role of a Product Manager for : 20
- (a) Mobile Phones
  - (b) Laptops
  - (c) Washing Machines
6. Explain the concept of product life cycle with the help of an example and also explain the promotional strategies in each stage of PLC. 20
7. (a) A package can add significant value to a product. Comment with the help of an example. 10
- (b) Explain the purpose of idea screening stage of the new product development process. 10
8. Everyone says that there is nothing the product manager can do once a product reaches the decline stage in its life cycle. Do you agree? Justify your answer with an example. 20

9. Write short notes on :

5x4=20

- (a) Market Analysis
  - (b) New product development
  - (c) Category Attractiveness
  - (d) Brand Extensions
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