

No. of Printed Pages : 2

**MMPM-003**

**MANAGEMENT PROGRAMME (MP)**

**Term-End Examination**

**June, 2023**

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

*Time : 3 Hours*

*Maximum Marks : 100*

*(Weightage : 70%)*

---

**Note :** Answer any *three* questions from Section A.

*Section B is compulsory. All questions carry equal marks.*

---

---

**Section—A**

1. (a) Explain the following terms with an example :
  - (i) Brand Name
  - (ii) Idea Generation
  - (iii) Brand Image
  - (iv) Brand Valuation
- (b) Explain your understanding of product line in an FMCG company of your choice.
2. (a) Enumerate and explain the factors that determine the decision to offer new product by the marketer.

**P. T. O.**

- (b) What is brand architecture ? Explain the various steps involved in developing brand architecture.
- 3. (a) What is brand equity ? Why does it become essential for marketers to build strong brand equity ? Explain.
  - (b) Discuss the underlying principle for brands expand to international markets.
- 4. Answer any *three* from the following :
  - (a) Factors Driving Customization
  - (b) Brainstorming
  - (c) Market Testing
  - (d) Distributors Brand Policy
  - (e) Customer Based Brand Equity (CBBE)

**Section—B**

- 5. (a) What basic considerations have to be kept in mind while balancing product portfolio ? Explain the methodology of constructing BCG matrix.
  - (b) Outline the significance of brand name. Discuss the steps involved in brand name selection process for a smart watch offered by a leading Indian company.