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Question Paper Code: CMB417

MBA IV Semester End Examinations (Regular) - April, 2019

Regulation: -R16

PRODUCT AND BRAND MANAGEMENT

Time: 3 Hours (MBA) Max Marks: 70

Answer ONE Question from each Unit
All Questions Carry Equal Marks
All parts of the question must be answered in one place only

UNIT – I

1. (a) Write about the objectives of product management and describe the various stages involved in New product development. [7M]
   (b) Describe about the different type of growth strategies and explain about intensive growth and integrative growth strategies [7M]
2. (a) Define the term product innovation, explain pro's and con's of product innovation. [7M]
   (b) Explain in detail the role of research and development process in marketing. [7M]

UNIT – II

3. (a) Write about the ad little product portfolio analysis with two examples. [7M]
   (b) Discuss in detail about Boston Consultancy Group (BCG) and GE Mc. Kinsey Matrix of portfolio management. [7M]
4. (a) Define the term new product. Discuss the reasons for failure of new product with an example. [7M]
   (b) Define product maps and discuss briefly about design for manufacturing a product. [7M]

UNIT – III

5. (a) Define about adoption process and explain in detail the stages of adoption process. [7M]
   (b) Define perceptual maps and explain advantages and disadvantages of perceptual maps. [7M]
6. (a) Discuss the benefits and drawbacks of usage of brand personality in brand communication. [7M]
   (b) Define the term Brand awareness and explain advantages and disadvantages of brand awareness. [7M]

UNIT – IV

7. (a) Assuming your self as a brand development manager of Nestle'smaggi product, post maggicrisis , you are asked by the company to develop unique brand repositioning strategy for Indian market. Explain in detail. [7M]
   (b) Explain about the brand resonance and discuss four categories in brand resonance. [7M]

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8. (a) Define the term brand licensing and franchising. Write about Pro's and Con's of using franchise model. [7M]
   (b) Illustrate with an example the advantages and disadvantages of brand extensions strategy. [7M]

UNIT – V

9. (a) Define brand equity and explain different stages in customer brand equity process. [7M]
   (b) Discuss in detail any one method / approach of brand valuation. [7M]
10. (a) Discuss briefly about brand revitalization and explain the way marketers use the brand revitalization strategy. [7M]
   (b) Define brand crisis and taking an example of your choice explain how company/ies managed the brand crisis. [7M]

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