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Total No. of Pages : 02

Total No. of Questions : 15

Master of Business Administration (Sem.-3)**PRODUCT AND BRAND MANAGEMENT****Subject Code : MBA-903****M.Code : 70741****Time : 3 Hrs.****Max. Marks : 60****INSTRUCTIONS TO CANDIDATES :**

1. SECTION-A contains SIX questions carrying FIVE marks each and students has to attempt any FOUR questions.
2. SECTION-B consists of FOUR Subsections : Units-I, II, III & IV. Each Subsection contains TWO questions each carrying EIGHT marks each and student has to attempt any ONE question from each Subsection.
3. SECTION-C is COMPULSORY and consist of ONE Case Study carrying EIGHT marks.

SECTION-A

- 1) Highlight the impact of global forces on product management.
- 2) What are the benefits of conducting test marketing? Elaborate.
- 3) What do you mean by brand identity?
- 4) Outline the purposes of using celebrity endorsements?
- 5) Write a note on differentiation strategies.
- 6) Outline the meaning of brand reinforcement and brand revitalization.

SECTION-B**UNIT-I**

- 7) Critically examine the need and importance of product planning and control systems in organizations, with illustrations.
- 8) Outline the concept of product portfolio analysis. Highlight rationale of mapping competitive brand market position.

UNIT-II

- 9) Describe the factors to be kept in mind while developing a new product. Highlight the process of new product development and launch.
- 10) Elaborate on the purposes of conducting test marketing. Describe important methods of estimating market opportunities for a product.



UNIT-III

- 11) Outline concept and measures of brand equity. Recommend suitable marketing programmes for building brand equity.
- 12) Define Brand Personality. What are the various measures of brand personality? Recommend suitable strategies for formulation of brand personality.

UNIT-IV

- 13) What are the purposes of brand positioning? Critically examine various positioning strategies.
- 14) Highlight the purposes and implications of brand extensions. Identify alternative types of brand extensions, by citing suitable illustrations.

SECTION-C

- 15) Read the case given below and answer the questions given at the end of the case.

Launching New Soup

A food company wants to develop a new soup to enter the healthy soup market. The new soup will consist of vegetables, proteins and fiber. The company wishes to position it as a "Complete Meal". The company has to compete against established soup players in the market. For this the company plans to conduct blind fold taste tests, asking the consumer to compare the new product with a variety of soups alternative currently available in the market.

You are the head of the new product committee and the president of the company wants that the launch be successful. You have been asked to think about the Brand Name, its positioning in the market, and other things about its successful launch.

Questions :

- a) You have been assigned the task of launching new soup in the market. Discuss various elements of marketing mix at the time of launch.
- b) Suggest an appropriate brand name for the new soup you plan to launch in the market. Justify your choice.
- c) What will be the positioning of the product?
- d) What will be the key differentiation strategy for your soup?

NOTE : Disclosure of Identity by writing Mobile No. or Making of passing request on any page of Answer Sheet will lead to UMC against the Student.