

Code: 9E00304b

MBA III Semester Supplementary Examinations May 2018

PRODUCT & BRAND MANAGEMENT

(For students admitted in 2013 as a last chance)

Time: 3 hours

Max. Marks: 60

Answer any FIVE questions
All questions carry equal marks

- 1 Explain the main stages in developing a new product / service.
- 2 Discuss the stages in the consumer adoption process.
- 3 Discuss the Aaker's brand personality framework with examples.
- 4 Explain how brands are build using the brand resonance pyramid model.
- 5 Describe few guidelines for brand extension.
- 6 Effective brand positioning requires not only careful consideration of a brand's points of difference, but also its points of parity with other products. Justify.
- 7 Describe a products brand personality and the factors that contributed to such a personality.
- 8 Delineate various strategies that organizations can follow while selling the brand in a borderless world.
