

Code: 9E00304b

MBA III Semester Supplementary Examinations July 2015

**PRODUCT & BRAND MANAGEMENT**

(For students admitted in 2011, 2012 and 2013 only)

Time: 3 hours

Max Marks: 60

Answer any FIVE questions

All questions carry equal marks

\*\*\*\*\*

- 1 Explain the product planning for existing products.
- 2 (a) How do you manage product life cycle? Explain.  
(b) Write short notes on consumer adoption process
- 3 Examine the role of brands in new economy especially in India.
- 4 (a) How do you create and manage brand equity?  
(b) What is brand loyalty? Explain.
- 5 What are the advantages and disadvantages of brand extension?
- 6 How do you assess brand through research?
- 7 (a) Explain the branding in industrial sector.  
(b) Write about brand positioning strategies.
- 8 What are the financial aspects of a brand?

\*\*\*\*\*