

Total No. of Pages : 2

Register Number :

**6933**

Name of the Candidate :

**M.B.A. DEGREE EXAMINATION MAY 2014.****(APPLIED MANAGEMENT)****(SECOND YEAR)****241 — PRODUCT AND BRAND MANAGEMENT**

Time : Three hours

Maximum : 75 marks

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**SECTION A**

**Answer any FIVE questions. (5 × 3 = 15)**  
**All questions carry equal marks.**

1. Define branding.
2. What do you mean by competition?
3. What is penetration pricing?
4. What do you mean by celebrity brands?
5. Define product planning.
6. What is brand transfer?
7. Mention any five examples for brand identification.
8. What is global branding?

**SECTION B**

**Answer any THREE questions. (3 × 10 = 30)**  
**All questions carry equal marks.**

9. State the strategies adopted for brand positioning.
10. Discuss the steps involved in sales management.
11. How does marketing research help in promoting new products?
12. State the need for brand accounting.
13. Differentiate between brand extension and product diversification.

**SECTION C****Answer any ONE question.****(1 × 15 = 15)**

14. What are the differences between strong brands and week brands?
15. Discuss the strategies to be followed to sustain a brand for a long-term.
16. Describe the techniques used for handling a large product portfolio.

**SECTION D****(Compulsory)****(1 × 15 = 15)**

17. Sketch out a strategic brand decision program for consumer durable products.
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