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Register Number:

6804

Name of the Candidate:

M.B.A.(Retail Management) DEGREE EXAMINATION – 2012**(SECOND YEAR)****(PAPER-XII)****240. PRODUCT AND BRAND MANAGEMENT***December)*

Maximum: 75 Marks

*(Time: 3 Hours***SECTION-A****Answer any FIVE Questions****(5×3=15)****All questions carry equal marks**

1. Define Brand.
2. What is meant by product?
3. What is meant by market segmentation?
4. Define Brand Equity.
5. What do you mean by decline ageing?
6. What is meant by brand transfer?
7. Name two benefits of labelling.
8. Define trade mark.

SECTION-B**Answer any THREE Questions****(3×10=30)****All questions carry equal marks**

9. Explain the different bases of segmentation.
10. Explain the ways in assessing new competition.
11. Discuss and comment on making brands to be international.
12. State the qualities followed in top brands.
13. What are the elements of international brand?

SECTION-C**Answer any ONE Question****(1×15=15)**

14. Explain in detail about revitalization brand.
15. Explain the financial evaluation of brands.
16. What are the differences between product and brand?

SECTION-D**COMPULSORY****(1×15=15)**

17. Explain in detail about sales management in selecting, recruiting, training and compensation fixing for sales force.
