

FACULTY OF MANAGEMENT**M.B.A. III – Semester (CBCS) Examination, May / June 2018****Subject : Product and Brand Management (MKT)****Paper – MB-304-2****Discipline Specific Elective-I****Time : 3 hours****Max. Marks : 80*****PART – A (5 x 4 = 20 Marks)***
(Short Answer Type)

- 1 Brand equity
- 2 BCG
- 3 Product Maps
- 4 DESIGNR
- 5 PLANOPT model

PART – B (5 x 12 = 60 Marks)
(Essay Answer Type)

- 6 a) Write a detailed note on product line and product mix.
OR
b) Explain about brand positioning strategies.
- 7 a) Describe the phases in new product development.
OR
b) Discuss the G.E. model with suitable examples.
- 8 a) What are market maps? What are their uses?
OR
b) Discuss the steps involved in idea screening.
- 9 a) Describe the cost behaviour in long run and short run.
OR
b) Discuss the PREF maps with relevant examples.
- 10 a) Compare and contrast between PLANOPT and MARMIX model.
OR
b) Explain about organization for product management.
