

Code No. 1014

FACULTY OF MANAGEMENT**M.B.A. III – Semester (CBCS) Examination, January 2019****Subject: B. Product and Brand Management****Paper Code – MB – 304****Discipline Specific Elective – I (Marketing)****Time: 3 Hours****Max.Marks: 80****PART – A (5x4 = 20 Marks)****[Short Answer Type]****Note: Answer all the questions in not more than one page each.**

- 1 Write a short note about Brand Positioning.
- 2 What is meant by Risk-return analysis?
- 3 What are the sources of ideas?
- 4 Describe briefly about learning curve analysis.
- 5 Importance of pre-testing.

PART – B (5x12 = 60 Marks)**[Essay Answer Type]****Note: Answer all the questions by using internal choice in not exceeding four pages each.**

- 6 a) What is meant by product mix? Explain various important decisions of product mix.
OR
b) Critically examine the contemporary brand management practices.
- 7 a) Discuss in detail about different models of New Product Development.
OR
b) Explain about Growth Strategies and their suitability in the present business context.
- 8 a) "In the present business competition innovation is a powerful weapon". In light of the above statement, discuss the significance of R&D.
OR
b) Write in detail about:
i) Idea screening
ii) Prototype product
- 9 a) Explain the purpose of Market Structure Analysis.
OR
b) Explain about:
i) Trial and repeat models
ii) Cost behaviour
- 10 a) What is product launching? What are the principles of product launching? Explain.
OR
b) Discuss in detail about PLANOPT model.
