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Total No. of Pages: 02

Total No. of Questions: 10

Master of Business Administration (Sem. – 4)

PRODUCT AND BRAND MANAGEMENT

Subject Code: MBA-926-18

M Code: 77811

Date of Examination : 11/1/2023

Time: 3 Hrs.

Max. Marks: 60

INSTRUCTIONS TO CANDIDATES:

1. **SECTION-A is COMPULSORY** consisting of EIGHT questions carrying TWO marks each.
2. **SECTIONS-B** consists of FOUR Sub-sections : Units-I, II, III & IV. Student has to attempt any ONE question from each Sub-section carrying EIGHT marks each.
3. **SECTION-C is COMPULSORY** carrying TWELVE marks.

SECTION-A

1. Write short notes on:
 - a) Explain Control system of product management.
 - b) What is product portfolio?
 - c) Explain demand forecasting.
 - d) What are the market entry decisions?
 - e) Explain the significance of a brand.
 - f) What is monitoring brand performance?
 - g) What is brand extension?
 - h) Explain branding challenges and opportunities.

SECTION-B

UNIT-I

2. "Product management is an organisational function within a company dealing with products at all stages of the product lifecycle". Comment on the statement. Also state the importance of the product manager's job in product management.
3. What is meant by competitive brand market position? What is the impact of global forces on product?

UNIT-II

4. "What is meant by product planning and development? What are the various challenges and issues in product planning and development?"
5. "Test marketing is a tool used by companies to provide insight into the probable market success of a new product or effectiveness of a marketing campaign". Explain the statement. State the evaluation of test marketing results.

UNIT-III

6. "Branding is absolutely critical to a business because of the overall impact it makes on your company". Explain the statement. Also state the various functions of branding in detail.
7. What is branding research? Explain in detail designing and implementation of branding research.

UNIT-IV

8. "To manage brand equity, you have to manage brand image over a long period of time". Comment on the statement. Also state the global branding strategies in detail.
9. Explain the term brand audit. State how and why should you conduct brand audit? Also discuss about the role of brand manager in this process.

SECTION-C

10. CASE STUDY: Launching New Soup

A Food company wants to develop a new Soup to enter the healthy soup market. The new soup will consist of vegetables proteins and fiber and will be positioned as a complete meal. The company has to compete against established soup players in the market. For this the company plans to conduct blind fold taste tests, asking the consumer to compare the new product with a variety of soups alternative currently available in the market. You are the head of the committee and chairman of the company wants that launch be successful. You have been asked to think about the brand name, its positioning in the market and other things about its successful Launch.

Answer the following on the bases of above case:

- a) You have been assigned the task of launching new soup in the market. Discuss your elements of Launch mix.
- b) Suggest how you would position your product in the market.
- c) Suggest appropriate Brand name for the new soup you plan to launch in the market. Justify your choice.

NOTE : Disclosure of Identity by writing Mobile No. or Marking of passing request on any paper of Answer Sheet will lead to UMC against the Student.