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M.B.A.

NOV 2010

406 - A : PRODUCT & BRAND MANAGEMENT

Marketing Specialization

(2008) (Sem. - IV)

Time : 3 Hours]

[Max. Marks : 70

Instructions to the candidates:

- 1) Attempt any five questions.
- 2) All questions carry equal marks.

- Q1) Explain the concept of commodities Vs. Brands.
- Q2) Discuss the factors that contribute to the success or failures of a brand in market place by picking one example each from consumer Electronics & FMCG brands.
- Q3) "A brand is much more than a Product". Explain.
- Q4) The failure rate of new product rate is high. Do you agree? Give reasons.
- Q5) Discuss the role of research & development department in developing a new product.
- Q6) "A brand endorsed on a product is a guarantee of success" comment.
- Q7) Write short notes on:
  - a) New product development.
  - b) Brand equity.
  - c) Brand Asset Valuation.
  - d) Market Focused Vs. Product Focused Organization.

