

Total No. of Questions : 7]

SEAT No. :

P1943

[Total No. of Pages : 1

M.B.A. (Semester - IV)
406 - A : PRODUCT AND BRAND MANAGEMENT
(Marketing Management Specialization - IV)
(2008 Pattern)

[Time : 3 Hours]

[Max. Marks :70

Instructions to the candidates:

- 1) Attempt any five questions.*
- 2) All questions carry equal marks.*
- 3) Suitable examples and models will be appreciated.*
- 4) Figures to the right side indicate full marks.*

Q1) A leading hair oil company plans to enter the antiseptic skin cream business wherein Boroline and Vicco are the key players. Suggest brand positioning and brand building strategies to the company. Make necessary assumptions. **[14]**

Q2) Discuss various factors that influence product design. Give suitable examples. **[14]**

Q3) Describe methods of estimating market & sales potential and sales forecasting. **[14]**

Q4) While developing the product strategy, as a Marketing Manager, how will you carry Customer Analysis and Competitor Analysis? Elaborate. **[14]**

Q5) Describe different stages of Product Life Cycle and suggest suitable strategies for each stage. **[14]**

Q6) How Brand Equity Management System is established and how sources of Brand Equity as well as customer mindsets are measured? Discuss. **[14]**

Q7) Write short notes on any two **[14]**

- a) Brand portfolio
- b) Brand extension
- c) Brand audit
- d) Brand revitalization

