

PRODUCT AND BRAND MANAGEMENT

Time : 3hours

Marks : 75

Note: Part A is compulsory and have 15 short answer questions of 2 marks each. Part B is consists of 12 long answer questions of 5 marks each, out of which you have to attempt nine questions.

PART A

1.
 - a. Define a Product.
 - b. What are purposes of market potential analysis?
 - c. Define Product Differentiation.
 - d. What do you mean by benefit segmentation.
 - e. What do you mean by conjoint analysis?
 - f. What is meaning of brand personality?
 - g. Highlight the meaning of brand positioning.
 - h. What are the purposes of conducting product testing.
 - i. What do you mean by licensing?
 - j. What is franchising?
 - k. What are the various sources for new product ideas.
 - l. What are the reasons for failure of new products?
 - m. What is meant by perceptual mapping?
 - n. Define brand equity.
 - o. Outline the meaning of brand identity.

Part B

2. Write a note on Product classification, with suitable illustrations.
3. Explain salient feature of different methods of demand forecasting for a product.
4. Highlight various strategies to be followed at different stages of product Life Cycle, by citing examples.
5. Write a note on the process involved in the development of a new product.
6. Why it is important to conduct Test Marketing? What factor should be kept in mind while conducting test marketing?
7. Outline various pricing strategies a company can pursue..
8. What are the characteristics of a good brand name? Give suitable examples in support of your answer
9. Elaborate the brand building process, with suitable illustrations.
10. Outline the functions of packaging, with examples.
11. Write a note on price elasticity of demand, with suitable illustrations.
12. What are the alternative positioning strategies? Illustrate with examples.
13. Outline the functions and features of a good product label.