

MMS/D09**6217****Product and Brand Management****Paper : MM-303**

Time : Three Hours]

[Maximum Marks : 70

Note :- Attempt **FIVE** questions in all. **8th** question is compulsory. Well-illustrated and precise answers shall be suitably rewarded.

1. Discuss in detail product planning process. Also discuss product mix and product line decisions a marketer has to make.
2. "80% of new products fail at the market place". Critically examine the entire process of new product development in the light of this statement.
3. What do you mean by a brand ? What are major branding decisions ? How brand personality is created ?
4. What do you mean by brand positioning ? Discuss the process of brand positioning. What follies marketers must avoid while positioning their brands ?
5. What is brand building ? How marketing communications help in brand building ?
6. Define brand equity. What are different approaches to measure it ?
7. (a) Do marketers need to adopt different marketing strategies at different stages of PLC ?
(b) Discuss in detail E-branding.

8. Write short notes on the following :

- (i) Product v/s Brand
- (ii) Levels of a Product
- (iii) Importance of packaging in creating a brand
- (iv) Co-branding
- (v) Family v/s Individual branding
- (vi) Brand mark, trademark, copyright
- (vii) Branding in financial service sector.