

**MMS/DX: 6192**

**MM-303 Product and Brand Management**

Time : 3 Hours]

[Maximum Marks :70

**Note:** Attempt Five questions in all. Q No.1 is compulsory.  
Attempt any Four questions from Q.No 2 to Q. No 8.  
All questions carry equal marks.

I. Discuss briefly (around 50 words):

- a) Importance of Branding
- b) Product Skimming and Penetration Strategies.
- c) Brand Identity
- d) Family Brand
- e) Brand Communication.
- f) Benefits of Brand Equity
- g) Product levels

Q2 Differentiate among the terms product item, product line and product mix. Being a marketing manager of an FMCG company, how will you take product line and product mix decisions?

- Q3 'New Product introduction is often the best strategy to arrest the decline in sales and profits". Discuss. What is other available option with the organisation to achieve the objective?
- Q4 Is there any difference between 'Brand Personality' and 'Brand Image'? What are the physical, functional and psychological aspects of the brand?
- Q5 Discuss the various levels of Brand Loyalty. What can be done by the marketers to ensure that the customers are loyal to their brands?
- Q6 "Positioning is the art of creating a distinct image for a brand in the mind of the customers". Do you agree with statement? Discuss with examples. How would you differentiate it with re-launch?
- Q7 Explain how branding will help the organisation in:
- a) Retail Sector
  - b) International Marketing
  - c) Industrial Sector
- Q8 What is Brand Equity? What are its sources ? How can the brand equity be measured?