

Roll No.....

MMS/D-12
PRODUCT AND BRAND MANAGEMENT
PAPER : MM-303

13593

Time : Three hours]

[Maximum Marks : 70

Note : Attempt five questions in all. Q. No.1 is compulsory. All questions carry equal marks.

1. Compulsory Question.

Explain in short:

- (a) Line stretching.
- (b) Brand hierarchy.
- (c) Brand loyalty.
- (d) Private vs. National branding.
- (e) Differential effect.
- (f) PoPs and PoDs.
- (g) Product levels.

2×7=14

- 2. What do you mean by Product planning? What product line and mix decisions are taken by marketer? Explain with the help of suitable examples. 14
- 3. Discuss the cases of three brands which were adversely affected by identity changes. Also discuss the levels of brand identity with examples. 14
- 4. Why is it important for marketer to develop the positioning strategies for brands ? Also discuss the different strategies on the basis of which a brand can be positioned in Marketplace. 14
- 5. Differentiate between Line extensions and Brand extensions. Give the reasons why Marketers go for line and brand extensions. Also outline the risks associated with the Extensions. 14
- 6. Taking the case of a brand, explain the process of brandbuilding. 14
- 7. Discuss in detail the process of building brand equity for customer and service Brands. 14
- 8. Why is it important to create the personality of a brand ? Also discuss the process of Brand personality creation with the help of suitable examples. 14