



	WINTER-2023		
	Exam Seat No.:		
	Academic Year:2023-2024	Semester:III	
	Name of Programme:MBA	Pattern:2022	
	Name of Course:Product and Brand Management	Course Code:MBA22 3 1 11	
	Max. Marks:30	Duration:1 Hour 15 Minutes	

	<p>Instructions: Candidates should read carefully the instructions printed on the Question Paper and on the cover page of the Answer Book, which is provided for their use.</p> <ol style="list-style-type: none">1. This question paper contains __1__ page(s).2. Answer to each new question is to be started on a new page.3. Assume suitable data wherever required, but justify it.4. Draw the neat labelled diagrams, wherever necessary.5. The last columns indicates the Course Outcome and level of Blooms Taxonomy of the Question/sub-question.	
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Question No. 1 Attempt following Question

- 1 a) What is Product Concept? Explain with Suitable Examples. Also state 3 Advantages of Product Concept. (6) CO1

OR

- 1 b) Define Product. Explain the 5 Levels or Dimensions of Product in detail with examples. (6) CO1

Question No. 2 Attempt following Question

- 2 a) List and discuss in brief all the steps of New Product Development Process. (6) CO2

OR

- 2 b) Define Product Mix. Explain Product Depth, Length, Breadth with examples. (6) CO2

Question No. 3 Attempt following Question

- 3 a) Define Branding. List the importance of branding. (6) CO3

OR

- 3 b) What do you mean by Brand Equity? Discuss at least 5 points on how Brand Equity develops. (6) CO3

Question No. 4 Attempt following Question

- 4 a) State and Explain 2 Approaches of Brand Name Selection. Also list the Principles followed for Brand Name Selection. (6) CO4

OR

4 b) Enlist the best practices for creating a Powerful Brand Identity.

(6) CO4

Question No. 5 Attempt following Question

5 a) Illustrate the Success and Brand Story of AMUL.

(6) CO5

OR

5 b) Illustrate the Success and Brand Story of COLGATE.

(6) CO5