



K. K. Wagh Institute of Engineering Education & Research, Nashik
(An Autonomous Institute From A.Y. 2022-23)

SUMMER-2024	
Exam Seat No.:	
Academic Year:2023-2024	Semester:III
Class:SY	Program:MBA
Branch Code:M.B.A.	Pattern:2022
Name of Course:Product and Brand Management	Course Code:MBA223111
Max. Marks:30	Duration:2.30 Hrs.

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.

1. This question paper contains 2 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.

Question No. 1 Attempt following Question

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

OR

- 1 b) What is Product Concept?Explain with suitable examples.Also state 3 advantages of Product Concept. (6) CO1

Question No. 2 Attempt following Question

- 2 a) Discuss in detail BCG Growth Share Matrix with a neat diagram. (6) CO2

OR

- 2 b) Explain the GE Mckinsey Matrix with a neat diagram. (6) CO2

Question No. 3 Attempt following Question

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

OR

- 3 b) What is Branding?Explain 5 types of Branding Strategies (6) CO3

Question No. 4 Attempt following Question

- 4 a) Write a short note on; 1)Brand Communications 2)Brand Personality 3)Brand Image (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

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