

FACULTY OF MANAGEMENT

M.B.A. III – Semester (CBCS) Examination, January 2018

Subject : Product and Brand Management (MKT)

**Paper – MB-304-2
Discipline Specific Elective-I
(Marketing)**

Time : 3 hours

Max. Marks : 80

PART – A (5 x 4 = 20 Marks)
(Short Answer Type)

- 1 Brand equity
- 2 Ad little
- 3 Concept testing
- 4 DESIGNR
- 5 Product launching

PART – B (5 x 12 = 60 Marks)
(Essay Answer Type)

- 6 a) Discuss about brand positioning and re-positioning strategies.
OR
b) What is meant by product mix? Write about the elements of product mix.
- 7 a) Explain the concept and significance of product portfolio analysis.
OR
b) Briefly explain the B.C.G. and G.E. models with appropriate examples.
- 8 a) Discuss the market maps and joint space maps.
OR
b) Enumerate the role of R & D in product modifications.
- 9 a) Explain the significance of learning curve analysis.
OR
b) Describe the role of PREFMAPs in the market segmentation.
- 10 a) Discuss the Importance of MARMIX model.
OR
b) State the six principles of product launching.
