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.