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Total No. of Questions : 13]

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**DY-298**

**M.B.A. Mkt. Mgt. (F.T.) IV<sup>th</sup> Semester  
(Reg./Ex./ATKT) Examination, 2023**

**"Product and Brand Management"**

**Paper - MMM-5**

**Time : 3 Hours]**

**[Maximum Marks : 80**

**Note :- Attempt all the questions.**

**SECTION - 'A'**

**Short Answer Type Questions 4×8=32**

**Note :- Attempt any four questions. All questions carries 8 marks.**

**1. Write a short note on Brand Equity?**

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**(1)**

**P.T.O.**

2. Discuss product Augmentation and Explain its significance?
3. Discuss the concept of Product Innovation ?
4. Explain Market strategies used for mature Market ?
5. What is secondary Brand Association ?
6. State and explain any five benefits which consumers derive by using Brands ?
7. Explain the desirability and deliverability criteria used for Positioning a brand ?
8. Briefly explain the disadvantages of Brand extensions ?

**SECTION - 'B'**

**Long Answer Type Questions 3×16=48**

**Note :- Attempt any three questions. All questions carry 16 marks.**

9. Discuss the criteria used to choose Brand Elements ?
10. What are the advantages of creating a high level of Brand awareness ?
11. Explain Major reasons for New Product failure ? What are the probable ways to manage New Product launch ?

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**(2)**

12. What do you mean by Business model ? Discuss the concept of Product Market fit and its implications ?
13. Discuss the concept of corporate Branding ? How corporate branding is better than individual business branding ? Explain by taking the example of Tata group ?



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