



Roll no.....

End Semester Examination, December 2024
MBA– 3rd Semester
Product and Brand Management (MCSP736)

Time: 2.5 hrs.

Max Marks: **50**

Note: ***All Questions are compulsory.** Marks are indicated against each question.*

PART-A

Q.1 *First question will consist of 7 small questions covering entire syllabus out of which student has to attempt 5 questions and understanding level will be assessed.*

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|---|-------------|----------|
| (a) Define the concept of product levels with examples. | [CO-1] [L2] | 2 |
| (b) Explain the importance of product classification in strategic planning. | [CO-1] [L2] | 2 |
| (c) Describe the key elements in brand identity creation. | [CO-1] [L2] | 2 |
| (d) What are the main stages in the Product Life Cycle (PLC)? | [CO-1] [L2] | 2 |
| (e) Explain the role of a product manager in brand positioning. | [CO-1] [L2] | 2 |
| (f) List two legal considerations in product labeling and their importance. | [CO-1] [L2] | 2 |
| (g) Briefly discuss the relevance of brand loyalty for long-term growth. | [CO-1] [L2] | 2 |

PART-B

There will be five questions each covering one specific Course Outcome from the complete syllabus. There shall be an internal choice in each of the questions covering the same (set) of COs and BL. Questions carrying 10 marks can be further sub divided as per the paper setter choice.

- Q.2 Analyze the strategic options for products at different stages of the PLC. Provide examples for each stage. [CO-2] [L4]

OR

Discuss the factors that influence product portfolio management and its importance for businesses. [CO-2] [L4]

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- Q.3 Explain the stages of New Product Development (NPD) and the significance of test marketing. [CO-3] [L5]

OR

Evaluate the factors that affect the success and failure of new products in the market. [CO-3] [L5]

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- Q.4 Discuss the role of brand equity in enhancing customer loyalty. Explain Keller's Customer-Based Brand Equity (CBBE) model. [CO-4] [L5]

OR

Describe Aaker's Brand Equity Model and its application in measuring brand strength. [CO-4] [L5]

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- Q.5 Explain the concept of brand valuation and discuss two methods commonly used to assess brand value. [CO-5] [L4]

OR

How can cause marketing initiatives help in building brand equity? Provide examples. [CO-5] [L4]

10