

MMPM-003

Master of Business Administration (MBA) / Master of Business Administration (Online) (MBAOL) / Master of Business Administration (Marketing Management) (MBAMM) / Post Graduate Diploma in Marketing Management (PGDIMM)

**ASSIGNMENT
For
July 2025 and January 2026 Semester**

MMPM-003: PRODUCT AND BRAND MANAGEMENT

**(Last date of submission for July 2025 Semester is 31st October 2025
and for January 2026 Semester is 30th April, 2026)**



**School of Management Studies
INDIRA GANDHI NATIONAL OPEN UNIVERSITY
MAIDAN GARHI, NEW DELHI – 110 068**

ASSIGNMENT

Course Code	:	MMPM-003
Course Title	:	Product and Brand Management
Assignment Code	:	MMPM-003/TMA/JULY/2025
Coverage	:	All Blocks

Note: Attempt all the questions and submit this assignment to the Coordinator of your study centre. Last date of submission for July 2025 Semester is 31st October 2025 and for January 2026 Semester is 30th April, 2026.

1. Explain PLC with suitable examples at each stage?
2. Discuss New Product Development Process in detail?
3. Evaluate the various methods of Brand Valuation in the Indian Context?
4. What are the seven strategic options for global branding strategy? Explain in detail?
5. Write short notes on the following:
 - a) FMCG
 - b) Brand Management
 - c) Product Portfolio