

No. of Printed Pages : 3

MMPM-003

**MASTER OF BUSINESS
ADMINISTRATION (MBA)**

Term-End Examination

December, 2024

**MMPM-003 : PRODUCT AND BRAND
MANAGEMENT**

Time : 3 Hours

Maximum Marks : 100

(Weightage : 70%)

Note : (i) Answer any **three** questions from
Section A. Section B is compulsory.

(ii) All questions carry equal marks.

Section—A

1. (a) What is product life cycle ? How does it guide the marketer in making marketing strategy ?

- (b) Discuss the PLC stages, characteristics and strategies used at different stages with examples.
- 2. (a) What are the different steps involved in New Product Development process ? Discuss each step and give an appropriate example.
(b) Why new product launches often fail ? Discuss.
- 3. (a) What is Brand Extension ? Discuss the types of brand extensions. Give examples in support of your answer.
(b) Discuss the six-step process of brand extension.
- 4. Write short notes on any **three** of the following :
 - (a) Levers for enhancing brand equity
 - (b) Developing brand architecture strategy
 - (c) Standardised approach to global branding—issues and advantages
 - (d) BCG matrix for product portfolio analysis
 - (e) Product line extensions and stretching decision

Section—B

5. (a) Ascertain the product lines of any three top detergent companies in India. Suggest their product line and in that which products they should drop and why ?
- (b) Pick up the strongest brand in the following categories :
- (i) FMCG
 - (ii) Financial services
 - (iii) Consumer electronics

Based on what you have studied, and your own experience, find out the factors that have contributed to this market position for each brand identified by you.

× × × × × × ×