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MMPM-003

MANAGEMENT PROGRAMME

(MP)

Term-End Examination

December, 2025

**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) How is a product different from a brand ?
(b) How does the GE Planning Grid differ from the BCG Matrix in Portfolio Analysis ?
2. (a) Describe important criteria used to screen new product ideas.
(b) Select any product category (Lets say for oral care) of your choice and develop at least *three* concepts that you think will be feasible and explain the concept development and testing in their context.
3. (a) Discuss the various pricing strategies that are available for the marketers of any new product.

- (b) What are the various brand decisions a firm has to take as a part of branding policy ? Explain with examples.
4. Write short notes on any *three* of the following :
- (a) Brand Name Selection Process
 - (b) Developing Brand Equity
 - (c) Brand Identity
 - (d) Brand Positioning
 - (e) Perceived Quality

Section—B

5. (a) What is Brand Extension ? Analyse the brand extension strategy of Tata e-car ?
What are the steps involved in launching a brand extension ?

- (b) Cell phones are a part of our everyday lives. At what stage of PLC (Product Life Cycle) do you think they are? What marketers are doing to sustain them in future using what product strategy? Discuss thinking futuristically.

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