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MMPM-003

MANAGEMENT PROGRAMME
(MP)

Term-End Examination

June, 2025

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

Time : 3 Hours

Maximum Marks : 100

Weightage : 70%

Note : Answer any ***three*** questions from Section

*A. Section B is compulsory. All questions
carry equal marks.*

Section—A

1. (a) Explain product levels. Give example of each level.

(b) Give a classification of Consumer and Industrial Goods.
2. Explain the diffusion of Innovation theory given by Rogers. Explain the adopter categories with example.
3. What are the Product Line Extensions ? Explain the basis for product line extension along with its advantages and disadvantages.
4. Write short notes on any *three* of the following :

(a) Line stretching

- (b) Sources of new product ideas
- (c) Corporate branding
- (d) Brand positioning
- (e) Distribution of the new products

Section—B

5. (a) The Indian Ayurvedic brand Patanjali has been able to carve a space for itself in the FMCG market. How has it established its Brand Identity and its Brand Equity ?
- (b) Reliance acquired British toy Major Hamley's (Kids Sport Goods) in a cash

deal and paid heavy price. Why did Reliance pay such a high price in 2017, may be because of global brand with high brand equity ? Discuss the different methods that can be used to estimate the brand value.

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