

No. of Printed Pages : 4

MMPM-003

**MASTER OF BUSINESS
ADMINISTRATION
(MBA)**

**Term-End Examination
June, 2026**

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

Time : 3 Hours

Maximum Marks : 100

Weightage : 70%

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

(ii) Section B is compulsory.

(iii) All question carry equal marks.

Section—A

1. (a) What is a product ? Discuss various product levels with examples.

(b) Give the classifications of Consumer Goods and Industrial Goods. How do these classifications differ ?
2. (a) Explain the theory of Diffusion of Innovation. How is it helpful in product planning ?

(b) What are the main factors that influence adoption of innovation ?
3. (a) What are the various decisions relating to product line extensions ? Discuss these with examples.

(b) What is Brand equity ? Discuss the components of Brand equity in brief.

4. Write short notes on any *three* of the following :

- (a) Rationale behind branding
- (b) Brand Resonance
- (c) Brand Extensions
- (d) Market Testing of New Products
- (e) Global Branding Strategy

Section—B

5. Brand Loyalty is the key component of Brand Equity. What approach can be used by marketer of the following products to create brand loyalty among consumers :

- (a) Toothpaste as a product and you may choose any brand in this category.
- (b) Personal care product of your choice.
- (c) Banking Services Providers.

6. Suggest Pricing Mechanism for the following new products scheduled for launch :

(a) Premium Soap Brand.

(b) New Satellite television service provider.

x x x x x