

M.B.A.S.Y.(with Credits)-Regular-Semester 2012 Sem III  
**MBA236A-Group-A : Marketing Management : Product Management &  
Brand Management**

P. Pages : 1

Time : Three Hours



**GUG/W/16/3019**

Max. Marks : 70

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- Notes : 1. Attempt **any five** questions.  
2. All questions carry equal marks.

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| 1.  | What is product Portfolio? Explain the concept of BCG matrix and its applications.   | 14 |
| 2.  | Describe the process of new product development. At what stage of product life cycle would you introduce a new product? Justify your answer. | 14 |
| 3.  | What is innovation and creativity? Describe in details.  | 14 |
| 4.  | Explain the various issue involved in managing Brand equity.   | 14 |
| 5.  | What is Brand Equity? Explain the techniques used for measuring the sources of brand equity.   | 14 |
| 6.  | What is Brand positioning? Describe the different levels of Brand Hierarchies.   | 14 |
| 7.  | What is IMC? Explain the role of IMC in marketing and brand management along with objectives.  | 14 |
| 8.  | What is Brand extension? Discuss advantages and disadvantages of brand extension.  | 14 |
| 9.  | Write detail notes on 'Global Branding'.   | 14 |
| 10. | Write short notes on <b>any two</b> .  | 14 |
|     | a) Product life cycle.   |    |
|     | b) Brand Portfolio Analysis.   |    |
|     | c) CBBE.   |    |
|     | d) Brand Attributes.   |    |

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