

Product and Brand Management

MBA III Semester (ATKT)

Final Exam – September 2020

Note : kindly follow the guidelines provided by Vikram University Ujjain in writing the answers.

****Attempt all five questions.**

1. What is a product? Classify products based on various criteria.

Or

Write point of differences between consumer and industrial products.

2. Discuss the concept of product life cycle (PLC). Comment on PLC as an aid to new product development planning strategies.

Or

What do you understand by product mix? Explain the factors affecting product mix for any organization.

3. Comment upon the significance of branding for consumer products in today's competitive marketing environment.

Or

What are the characteristics that a good brand name should possess? Based on these characteristics develop a brand name for packaged fruit juice containing mixed fruit and tomato juice.

4. Define Brand Equity and write about the methods of measuring Brand Equity.

Or

Write short notes on: Brand Revitalization and Brand Extension.

5. Comment on brand building issues in services.

Or

Write detailed note on marketing research in product and brand management areas.