

01-11-2013

PBM 03

Product & Brand Management

Roll No

Total No. of printed pages-1

Total no of Questions : 6

Maximum Marks- 30

Duration(hrd): 2 hrs

Note-Q1 to Q5 carries 5 marks each

Q1) What is Product Life Cycle, explain with 2 Different examples

Q2) What do you mean by Brand elements

Q3)What do you mean by BRAND positioning?, explain in brief with example

Q4) What is the responsibilities of Product Manager

Q5)Is Product is important or Brand? Explain with Relevant examples?

OR

What are the 8 stages in New Product Development Process?

OR

Explain the Strategies and precaution before launching newProduct , (can use example/data/event)

Q6) Product/Brand Quiz(all carries 1 mark each)

- Name any 2 Brand for Jyothy Laboratories?
- Vodafone Zozos is used in which Annual Sporting event?
- What does the suffix C in iphone 5c stand for?
- Recently which celebrity couple endorsing Prestige Kitchen appliances?
- Maccharoo ka Yamraj? Tagline of which brand