

VPM's
DR VN BRIMS, Thane
Programme: MMS (2013-15)
Third Semester Examination October/November 2014

MMS-III Subject Marketing		Product & Brand Management (PBM03)	
Roll No.		Marks	30 Marks
Total No. of Questions	5	Duration	2 Hours
Total No. of printed pages	1	Date	12.11.2014

Note: Q1 is compulsory and solve any TWO from the remaining FOUR questions.

Q1) 10 Marks (Compulsory)

What is product Development? Explain 6 categories (Booz, Allen, and Harmilton) and 7 steps of New Product Development Process.

Attempt any TWO from the remaining FOUR Questions

Q2) Any two from (a) or (b) or (c) ————— (5x2) = 10 Marks

- a) What is Product Life Cycle? Explain with PLC concept with relevant example
- b) Brand Extension, explain with examples
- c) Who is Product Manager? Explain the role and purpose of Product manager

Q3) Any two from (a) or (b) or (c) ————— (5x2) = 10 Marks

- a) What is Branding? Benefits of brand development Explain Brand Building Strategies
- b) What is Brand Image? Support your answer with relevant examples
- c) What is Brand IDENTITY? Drivers of Brand Identity

Q4) Any two from (a) or (b) or (c) ————— (5x2) = 10 Marks

- a) Is Line and brand Extensions are costly affair for the Brand? Comment on it with examples
- b) What is Product? Comment on Product mix(Product classification)
- c) Why Digital advertising becomes necessary for the brands?

Q5) Any two from (a) or (b) or (c) ————— (5x2) = 10 Marks

- a) Which is more important, Product or brand? Justify your answer with relevant example.
- b) Explain- Product Competitor Analysis
- c) Explain- Product Customer Analysis