

PBM 03

MMS-III (Marketing)

06.11.2004

Roll No.

Product & Brand Manager

Total No. Of Questions :3

Total No. Of Printed Pages :1

Duration (hrs): 2 hrs

Maximum Marks :30

Note :

1. Each question is for 10 marks
2. Give examples to justify your answers

Q1 Explain the New Product Development Process. What role do the product managers play in the new product development?

OR

Q1 What is customer based brand equity? Draw the chart of components of brand equity based on Keller's ideology.

Q2 Explain the difference between a brand and a product. How can brand elements be chosen to build brand equity?

OR

Q2 Differentiate between brand extension and line extension. Suggest some extensions for any two of the following brands. Justify your answer.

- a) Tanishq
- b) Levis
- c) Surf
- d) Yahoo

Q3 What are your favourite brand characters? How do they contribute to the brand equity? Can you relate their effects to the CBBE model?

OR

Q3 Write short notes on any two of the following

- a) Product mix
- b) Celebrity endorsement
- c) Brand equity
- d) Co-branding