

Roll No.

Total No. Of Printed Pages :1

Total No. Of Questions :06

Maximum Marks :30

Duration (hrs): 2 hrs

PBM 03

Note :

1. Each question is for 10 marks
2. Do any three
3. Give examples to justify your answers

Q1 What are the key responsibilities of a Product Manager? What are the critical skills required to be a successful Product manager?

Q2 Explain the different levels of competition with the help of an example. What are the product strategy implications at each level?

Q3 With reference to the category of Passenger Cars, analyse the Category Factors for Ford Motor Company (India)

Q4 Explain the Multiattribute Model used to understand customer's decision processes

Q5 What is Customer Based Brand Equity? Explain with the help of CBBE Pyramid.

Q6 Explain the criteria for choosing Brand Elements. Using your knowledge of Brand elements create Brand Elements for any product of your choice.

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