

# PBM 03

MMS - III  
(Marketing)

27.10.2012

Product & Brand Management

Roll No

Total No. of printed pages-01

Duration- 2 hrs

Total no of questions-6

Maximum Marks- 30

**Q1) What is PRODUCT? Define it, Explain the product attributes and classification of product categories?**

**Q2) What is Brand Elements and Brand identity? Support with the examples**

**Q3) What do you mean by Brand Extensions? Mention Four factors influence the successful brand extensions**

**Q4) Please Explain-Product life cycle with the example?**

**Q5) What are the 8 stages in New Product Development Process?**

**Q6) Fill in the blanks**

**A) Which Olympic medalist has signed the 40 crore(3 yrs contract) with RHITI SPORTS \_\_\_\_\_.**

B) The \_\_\_\_\_ Group has launched a nine-film corporate campaign titled 'Bet We've Met' that attempts to promote the lesser known mother brand on the back of the group's better known sub-brands.

OR

Madhur Bhandarkar-directed *Heroine*, released September 21<sup>st</sup>. Name any 2 brands which Kareena Kapoor endorse and associated with the said movie \_\_\_\_\_

C) Which company owns the brand FEVICOL \_\_\_\_\_

D) Name any 3 brand which Sachin Tendulkar endorse \_\_\_\_\_

E) BIG BAZAAR is a part of which Group \_\_\_\_\_