

W-1088

**M.B.A. (General) (N.C.) (Final Year) Examination,
(Distance Mode) June-2020**

PRODUCT AND BRAND MANAGEMENT

Paper - 603

Time : Three Hours

Maximum Marks : 70

Minimum Pass Marks : 21

Note : Attempt **all** questions.

- Q.1. What is product? Why product is essential? Which benefits could be obtained from products?
- Q.2. Write a detailed note on 'Product life cycle' use example for each stage for television companies.
- Q.3. What is brand strategy? How to make a decision on selection of brand strategy?
- Q.4. What is brand positioning? Draw the perceptual map and the example from FMCG goods.
- Q.5. What are the barrier of Global branding? Explain when brand loyalty does not work.

