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### End Term Examinations (April/May 2019)

**School: School of Management**

**Program: MBA (BIS/SM/MaC)**

**Course: Product and Brand Management**

**Course Code: MGT556**

**Semester: II**

**Max Marks: 100**

**Duration (mins): 180 min**

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**Answer any 5 Questions. All Questions carry equal marks.**

1. What are the product features that should be valued for marketing products in the Indian market? Give your rationale behind the same.
2. Briefly describe the stages of product life cycle by taking an example from an FMCG product you are familiar with.
3. Explain the following: (a) Service Branding (b) Destination Branding
4. Explain the concept of Brand Management Process. What are the steps involved in brand management?
5. A brand is not what brand managers do to a product; it is what consumers do with the brand. Explain the statement with suitable examples.
6. What is brand positioning? What strategic benefit does the firm obtain due to brand positioning?
7. What are brand associations? How they are used for building a favorable brand image?
8. What is brand equity? Explain the relevance of brand equity in the modern day brand management system.
9. What are the risks involved in a new brand launch? Why do brand managers avoid launching new brands?
10. What is brand extension? Explain the relevance of brand extension in the context of leveraging the value of a brand.