



MB 116 B

Third Semester M.B.A. Examination, July 2010
MANAGEMENT
Elective – B : Marketing (Freshers)
Course – 16 B : Product and Brand Management

Time : 3 Hours

Max. Marks : 75

SECTION – A

1. Answer **any five** questions. **Each** question carries **two** marks : **(5×2=10)**
- a) Define product category.
 - b) What is Line Pruning ?
 - c) What is Augmented Product ?
 - d) What is Generic competition ?
 - e) What are the secondary sources of information for competitor analysis ?
 - f) What is sales forecasting ?
 - g) What is primary packaging ?

SECTION – B

- Answer **any four** questions. **Each** question carries **five** marks : **(4×5=20)**
- 2. Give an outline of a product focussed organizations.
 - 3. What are aggregate market factors affecting category attractiveness ?
 - 4. What are the methods for assessing market potential ?
 - 5. Why it is important to ascertain the customer life time value ?
 - 6. Explain the merits and demerits of brand extension strategy.
 - 7. Explain why packaging is important in marketing consumer products.

P.T.O.



SECTION – C

Answer **any three** questions. **Each** question carries **10** marks : **(3×10=30)**

8. Describe the role of a product Manager in marketing management.
9. What are the characteristics of consumer product ? Explain the various schemes for classifying the consumer product.
10. Explain the steps in marketing planning process.
11. Give a detailed description of Indian consumer market.
12. What is Brand Equity ? Explain the various methods for building brand equity of a product.

SECTION – D

13. **Case (Compulsory) :** **(1×15=15)**

Amul is planning to introduce a Yoghurt based product in the Delhi market during the current festival period. The product is new to Delhites who are otherwise fond of sweets.

Develop a detailed advertisement for promoting Yoghurt in Delhi.
