



QP CODE: 24802902



24802902

Reg No :

Name :

MBA DEGREE EXAMINATION, MAY 2024

Fourth Semester

Faculty of Management Science

Master of Business Administration

Elective - MB810406 - PRODUCT AND BRAND MANAGEMENT

2019 Admission Onwards

E2781AFC

Time: 3 Hours

Maximum Marks: 60

Part A

*Answer any **five** questions. Each question carries **2** marks.*

1. What do you mean by product line pruning?
2. State what according to you is customer value hierarchy.
3. Define product category.
4. What do you mean by marketing metrics in product management?
5. Take any brand of your choice and write down two elements of brand equity.
6. Define brand personality.
7. Give two disadvantages of brand extensions.

(5×2 = 10 Marks)

Part B

*Answer any **five** questions. Each question carries **6** marks.*

8. Describe how product management helps in sustainable growth of an organisation.
9. Which all are the channels of product promotion in industrial goods? Explain.
10. Is Unique Selling Proposition still relevant in competitive advantage? Or is it only about user experience? Comment.
11. Explain the product pricing strategy at the decline stage with suitable examples.





12. Customers always prefer to purchase brand rather than a product. Justify your answer with suitable examples.
13. How can you revive an ailing brand? Illustrate your answer with a brand known to you.
14. Briefly discuss about any two brands that failed in the Indian market.

(5×6 = 30 Marks)

Part C

Answer any **two** questions. Each question carries **10** marks.

Question number 17 is compulsory .

15. Take one consumer product and industrial product of your choice and outline the product management decisions. What is role of a product manager in both the cases?
16. Xyto Limited is planning to come out with an entry level smartphone. Two variants of the phone are ready to hit the markets. Suggest promotional activities so as to make the product and brand familiar. What pricing and promotional strategies you suggest for the new smartphone at the product launch stage?

Compulsory Question

17. A group of young professionals would like to venture into the business of café chain with traditional homely snacks. Evolve the steps in brand-building and positioning for the café chain. Also identify the sources of brand equity for the café chain.

(2×10 = 20 Marks)

