

**M.B.A. (GEN.) / M.B.A. (HR) / M.B.A. (IT) / Semester - III (2012
COURSE)(CHOICE BASED CREDIT SYSTEM) / M.B.A. (FM)
Semester - III (2013 (CHOICE BASED CREDIT SYSTEM) :
SUMMER - 2019
SUBJECT : ELECTIVE – IV: PRODUCT MANAGEMENT (MM)**

Day : Saturday
Date : 04/05/2019

S-2019-2253

Time : 10.00 AM TO 01.00 PM
Max. Marks : 100

N.B.

- 1) Attempt **ANY FOUR** questions from Section – I and **ANY TWO** questions from Section – II.
- 2) Answers to both the sections should be written in *SAME* answer book.
- 3) Figures to the right indicate **FULL** marks.

SECTION – I

- Q.1** What is product mix? Explain with the help of relevant examples. [15]
- Q.2** Discuss in detail product and service features with suitable examples. [15]
- Q.3** Product policy is the main task of product management. Discuss. [15]
- Q.4** Explain in brief the techniques of measuring brand equity. [15]
- Q.5** Write short notes on **ANY TWO** of the following: [15]
- a) Co-branding
 - b) Global branding
 - c) Brand extension
 - d) Product classification

SECTION – II

- Q.6** Indian Premium League (IPL) is attracting the attention of sports lovers with its successful promotional techniques. Discuss its branding strategy. [20]
- Q.7** An Indian entrepreneur wishes to introduce fresh mushrooms in the market. Suggest a suitable product positioning and branding strategy. [20]
- Q.8** Explain the AAKER model with appropriate example. [20]

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