

M.B.A. Sem-III (CBS) 2012 course : Summer - 2018
(Common for MBA-Gen, HR, IT & F.M.) 2013 course

**SUBJECT: ELECTIVE IV: PRODUCT MANAGEMENT
(MARKETING MANAGEMENT)**

Day : Monday
Date : 14.05.2018

Time : 10.00 A.M. To 1.00 P.M.
Max. Marks: 100

S-2018-1876

N. B.:

- 1) Attempt any **FOUR** questions from section-I
- 2) Attempt any **TWO** questions from section-II
- 3) Figures to the **RIGHT** indicate full marks.

SECTION-I

- Q.1** Explain the stages in New Product Development. **(15)**
- Q.2** What is the concept of brand and explain types of brand. **(15)**
- Q.3** Explain the concept of Brand Equity. **(15)**
- Q.4** Discuss advantages and disadvantages of Brand Extensions. **(15)**
- Q.5** Explain in detail the ingredients of product mix.
- Q.6** Write short notes Any **TWO** of the following: **(15)**
- a) Product Classification
 - b) Brand Values
 - c) Co-branding

SECTION-II

- Q.7** Discuss brand extensions of the following brands in terms of success or failure in a particular market. Also highlight the type of extensions. **(20)**
- i) PUMA
 - ii) Park Avenue
- Q.8** As a product manager discuss various approaches to calculate brand equity. **(20)**
- Q.9** As an expert of marketing, discuss what factors you will take into consideration while launching a new product. **(20)**

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