

**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) : WINTER - 2017**

**SUBJECT: Elective- IV: PRODUCT MANAGEMENT  
(MM)**

Day: **Friday**  
Date: **24/11/2017**

**W-2017-1760**

Time: **10.00 AM TO 01.00 PM**  
Max Marks: 60

**N.B:**

- 1) Attempt any **THREE** from Section-I and attempt any **TWO** from Section-II.
- 2) Figures to the right indicate **FULL** marks.
- 3) Answers to both the sections should be written in **SEPARATE** answer books.

**SECTION-I**

- Q.1** How do you explain with suitable examples the stages of product planning into practice? **(10)**
- Q.2** What do you understand by multi-branding approaches? Illustrate with appropriate examples. **(10)**
- Q.3** Explain the concept 'brand equity'. How do you measure brand equity? **(10)**
- Q.4** What do you mean by product positioning? Explain the strategies of brand positioning. **(10)**
- Q.5** Write short notes on **(ANY TWO)**: **(10)**
- a) Product mix v/s brand mix
  - b) Brand values
  - c) AAKER model

**SECTION-II**

- Q.6** A company has newly manufactured a Dossa-making machine. What strategies can they adopt to launch this new product? **(15)**
- Q.7** A well-known electrical appliances company has come out with innovative power saving products. What strategies would you recommend to this company with regard to brand positioning? **(15)**
- Q.8** Your relative has a small travel agency dealing with only railway and bus ticket booking. Now a days since many do their individual bookings through various mobile applications. The business is affected very much. What suggestions can you give with regard to product mix decision to boost up the business? **(15)**

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