

20/11/2020.
Code No. 12055

FACULTY OF MANAGEMENT

M.B.A. III – Semester (CBCS) Examination, November 2020

Subject: Product and Brand Management

Paper – MB – 304 – 2

Time: 2 Hours

Max.Marks: 80

PART – A

Note: Answer any four questions.

(4x5 = 20 Marks)

- 1 Product Levels
- 2 Industry Attractiveness
- 3 Joint Space Map
- 4 Preference Segment
- 5 Parallel Entry

PART – B

Note: Answer any four questions.

(4x15 = 60 Marks)

6. How can a company build and manage its product mix and product lines?
7. What are the branding strategies available to a marketer?
8. Write a note on G.C / Mckinseys approach to product portfolio analysis.
9. Discuss the Shell International Model. How this model useful to the Indian Marketing Managers?
10. What is Idea Generation and how does it differ from Idea Management?
11. Explain the concepts of Product map, Market map and Joint space maps with suitable examples.
12. Discuss the Preference Segmentation and Perceptual mapping with suitable examples.
13. What are the similarities and dissimilarities of DESIGNR and PREFMAPS – Flow charts?
14. Explain the uses of limitation of PLANOPT Model in Indian Marketing context.
15. Examine the different decision areas of test marketing relate your answer with test marketing activity you have known in the Indian context.
