

Code No. 12075

FACULTY OF MANAGEMENT
MBA (CBCS) III – Semester Examination, February 2021

Subject: Product and Brand Management
Paper: MB 302-2
Discipline Specific Elective – II (Marketing)

Time: 2 Hours

Max.Marks: 80

PART – A

Note: Answer any four questions.

(4x5 = 20 Marks)

- 1 Product modification
- 2 Genetic product
- 3 Market maps
- 4 PREFMAPS
- 5 Pre-testing

PART – B

Note: Answer any four questions.

(4x15 =60 Marks)

- 6 Explain in brief the decisions involved in managing Product Lines.
- 7 Positioning is how a company wants its target consumers to perceive the product.
- 8 Briefly explain the various stages of New Product Development.
- 9 Ansoff presented a Growth Matrix portraying alternative corporate growth strategy. Briefly explain the Matrix.
- 10 Describe in brief the various Idea Generation Techniques.
- 11 Explain the process of Concept Development and Testing using a suitable example.
- 12 Describe in brief the BRNADAID model.
- 13 Explain the innovation, Diffusion and Adoption process.
- 14 Explain in brief the various Test Marketing Methods, which method is most appropriate for consumer goods.
- 15 What are the various ways in which the marketing department can be organized?
