

Code: 9E00304b

M. B. A - III Semester Regular Examinations, January 2012  
**PRODUCT & BRAND MANAGEMENT**  
(For students admitted in 2010-11 only)

Time: 3 hours

Max Marks: 60

Answer any FIVE questions  
All questions carry equal marks

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- 1 Explain how product planning is made for existing products.
- 2 What are the strategies to be adapted in each stage of PLC?
- 3 Examine the role of brands in Indian economy.
- 4 Discuss the role of CRM in brand management.
- 5 Write short notes on:  
(a) Product & brand relationship.  
(b) Brand portfolio.  
(c) Brand revitalization.
- 6 What are the different brand positioning strategies?
- 7 What is brand personality? Give illustrations.
- 8 Explain the role of branding in retail sector.

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