

No. of Printed Pages : 3

**MMPM-003**

**MASTER OF BUSINESS  
ADMINISTRATION (MBA)**

**Term-End Examination**

**December, 2024**

**MMPM-003 : PRODUCT AND BRAND  
MANAGEMENT**

*Time : 3 Hours*

*Maximum Marks : 100*

*(Weightage : 70%)*

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**Note :** (i) Answer any **three** questions from  
Section A. Section B is compulsory.

(ii) All questions carry equal marks.

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**Section—A**

1. (a) What is product life cycle ? How does it guide the marketer in making marketing strategy ?

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- (b) Discuss the PLC stages, characteristics and strategies used at different stages with examples.
- 2. (a) What are the different steps involved in New Product Development process ? Discuss each step and give an appropriate example.  
(b) Why new product launches often fail ? Discuss.
- 3. (a) What is Brand Extension ? Discuss the types of brand extensions. Give examples in support of your answer.  
(b) Discuss the six-step process of brand extension.
- 4. Write short notes on any **three** of the following :
  - (a) Levers for enhancing brand equity
  - (b) Developing brand architecture strategy
  - (c) Standardised approach to global branding—issues and advantages
  - (d) BCG matrix for product portfolio analysis
  - (e) Product line extensions and stretching decision

**Section—B**

5. (a) Ascertain the product lines of any three top detergent companies in India. Suggest their product line and in that which products they should drop and why ?
- (b) Pick up the strongest brand in the following categories :
- (i) FMCG
  - (ii) Financial services
  - (iii) Consumer electronics

Based on what you have studied, and your own experience, find out the factors that have contributed to this market position for each brand identified by you.

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