

Day & Date	Semester	Subject Name	Time	Code	Marks
Wednesday 18/04/2018	III (Fresh/ Repeater)	Marketing - Management Product & Brand Management	03:00 PM To 06:00 PM	310203	100

Instructions: Answer any five questions.

- Q.1** Distinguish between a product & Brand. Explain the significance of Brand with respect to consumers & firms. **20**
- Q.2** Elaborate the concept of a product. Explain the strategies adopted for product Marketing. **20**
- Q.3** What do you understand by Brand Personality? Discuss the factors contributing towards Brand personality. **20**
- Q.4 Give examples & explain :-** **20**
a) Product Mix
b) Product Line
- Q.5** State the concept of Brand Portfolio Management. Explain the merits of Branding. **20**
- Q.6** Discuss Brand Extension – its merits and types. **20**
- Q.7 Short Notes (Any two)** **20**
a) Product Innovation.
b) Sales Forecasting.
c) Types of proto types.