

**MB 116 B**



**Third Semester M.B.A. Examination, July 2010**  
**MANAGEMENT**  
**Elective – B : Marketing (Freshers)**  
**Course – 16 B : Product and Brand Management**

Time : 3 Hours

Max. Marks : 75

**SECTION – A**

1. Answer **any five** questions. **Each** question carries **two** marks : **(5×2=10)**
- Define product category.
  - What is Line Pruning ?
  - What is Augmented Product ?
  - What is Generic competition ?
  - What are the secondary sources of information for competitor analysis ?
  - What is sales forecasting ?
  - What is primary packaging ?

**SECTION – B**

- Answer **any four** questions. **Each** question carries **five** marks : **(4×5=20)**
- Give an outline of a product focussed organizations.
  - What are aggregate market factors affecting category attractiveness ?
  - What are the methods for assessing market potential ?
  - Why it is important to ascertain the customer life time value ?
  - Explain the merits and demerits of brand extension strategy.
  - Explain why packaging is important in marketing consumer products.

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**SECTION – C**

Answer **any three** questions. **Each** question carries **10** marks : **(3×10=30)**

8. Describe the role of a product Manager in marketing management.
9. What are the characteristics of consumer product ? Explain the various schemes for classifying the consumer product.
10. Explain the steps in marketing planning process.
11. Give a detailed description of Indian consumer market.
12. What is Brand Equity ? Explain the various methods for building brand equity of a product.

**SECTION – D**

13. **Case (Compulsory) :** **(1×15=15)**

Amul is planning to introduce a Yoghurt based product in the Delhi market during the current festival period. The product is new to Delhites who are otherwise fond of sweets.

Develop a detailed advertisement for promoting Yoghurt in Delhi.

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