

(L)

SYSMART  
PQ3AAP

Regular

# Prod. Brand mgmt.

Marks:75

Time:2 ½ Hrs

Instructions:

- 1) All questions are compulsory.
- 2) There is internal choice for all questions.
- 3) Draw diagrams where necessary.

Q.1 a) Explain the features and levels of a product.

Do you think new product development is needed? If so why? Marks 15

OR

b) What are the advantages and limitations of branding? Marks 15

Q.2 a) Discuss Brand Positioning and its importance. Marks 7

b) What are the factors influencing pricing? Marks 8

OR

a) Discuss Range Brands in detail. Marks 7

b) Explain BPS. How is Brand Personality created? Marks 8

Q.3 a) Explain Y & R's method of Brand Equity? Marks 7

b) What is Brand Awareness? Explain with the help of diagram. Marks 8

OR

a) What is Brand Extension? What are its advantages? Marks 7

b) Discuss the circumstances under which ADHOC Brand Extension occurs. Marks 8

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**Q.4 a) Enlist the general criteria that should govern a firm's choice of brand elements.**

**Marks 7**

**b) Discuss in detail the Product Life Cycle.**

**Marks 8**

**OR**

**a) Discuss Brand v/s Product**

**Marks 7**

**b) Enlist the various methods of pricing.**

**Marks 8**

**Q.5 Short Notes: (Write any 3)**

**Marks 15**

**1) Sub Branding.**

**2) Re-Positioning.**

**3) Generic Brand.**

**4) Brand Equity.**

**5) Brand Associations.**