

School of Business

Department of Business

Mid Term Examination

Exam Date: 05 Oct 2023

Time : 90 Minutes

Marks : 50

Sem IX - MBMK6005 - Product and Brand Management

Your answer should be specific to the question asked

Draw neat labeled diagrams wherever necessary

- 1) Outline the genesis of brand/ branding. K2 (2)
- 2) Which company has the highest brand value? What is meant by Customer based brand equity (CBBE)? K1 (3)
- 3) Explain the term Brand Equity with suitable examples. K2 (4)
- 4) Illustrate, with example, where a brand ambassador concept was utilized for creation of a successful brand. K2 (6)
- 5) Explain "GLOCAL" in marketing parlance, with suitable example, prevalent in brand marketing now-a-days. K3 (6)
- 6) Plan a product line for a firm which is trying to get into the business of disco lighting and sound device/equipments. K3 (9)
- 7) Examine the importance of good symbol or LOGO for a brand to have competitive advantage. Take example of Mahindra & Mahindra (Automotive division) which changed its logo recently. K4 (8)
- 8) Analyze the five levels of product, as proposed by Philip Kotler, and the importance of each level for successful product marketing. K4 (12)

OR

List the complete Product-mix of any one SBU of Reliance industries. K4 (12)