Reg.No. \_\_\_\_\_\_\_\_\_\_\_\_\_



**End Semester Examination – Nov / Dec – 2019**

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| **Code :** | **18MS3027** | **Duration :** | **3hrs** |
| **Sub. Name :** | **PRODUCT AND BRAND STRATEGIES** | **Max. Marks :** | **100** |

**ANSWER ALL QUESTIONS (5 x 20 = 100 Marks)**

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| **Q. No.** | **Sub Div.** | **Questions** | **Course**  **Outcome** | **Marks** |
| 1. |  | Explain the process of new product development with a suitable example. | CO2 | 20 |
| **(OR)** | | | | |
| 2. |  | What are the various functions of a product manager? | CO2 | 20 |
|  |  |  |  |  |
| 3. |  | Enumerate the Brand building checklist for your product. | CO3 | 20 |
| **(OR)** | | | | |
| 4. | a. | Discuss the various types of co branding. | CO6 | 10 |
| b. | List out the various benefits of co branding. | CO6 | 10 |
|  |  |  |  |  |
| 5. | a. | Elucidate the various components of a product with a suitable example. | CO1 | 10 |
| b. | What are the different features of product launch? | CO2 | 10 |
| **(OR)** | | | | |
| 6. |  | Explain in detail the various types of life cycles. | CO4 | 20 |
|  |  |  |  |  |
| 7. |  | What is PLC? Discuss with a suitable example. | CO4 | 20 |
| **(OR)** | | | | |
| 8. | a. | Enumerate the various steps involved in Global branding efforts. | CO6 | 10 |
| b. | Describe the different methods and their merits in brand equity measurement. | CO5 | 10 |
|  | | **Compulsory**: |  |  |
| 9. | a. | Matrimony directory is another subsidiary of Bharat Matrimony which has been a leading online platform to search for brides and grooms in India for a long time ever since its entry into the matrimony market. Matrimony directory was launched in the year 2012. The website lists out all the people who are associated with marriage such as Event managers, photographers, Videographers, Bridal make up, Spa’s etc. It is a niche market where there are very few competitors.  Develop a sales pitch for the same. | CO5 | 10 |
| b. | What are the various branding strategies that may suit the firm? | CO5 | 10 |