

Roll No. ....

**Y – 961**

**MBA (General) Final Year EXAMINATION, May/June-2021**

**DISTANCE MODE**

Paper – 603

**(MM) PRODUCT AND BRAND MANAGEMENT**

*Time : Three Hours*

*Maximum Marks : 70*

*Minimum Pass Marks : 28*

**Note**—Attempt *all* questions.

**Unit-I**

1. What is product planning and policy ? What is the importance of Product planning and discuss the element of product policy ? 14

**Unit-II**

2. Discuss in detail the strategy of new product development. 14

**Unit-III**

3. What factors should be taken into account while selecting a good brand ? 14

**Unit-IV**

4. What is brand positioning ? Draw the perceptual map and the example from FMCG goods. 14

**Unit-V**

5. Explain— 14  
(i) Brand Association.  
(ii) Brand Revitalization.

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