# 2007 PUNJAB TECHNICAL UNIVERSITY M.B.A

M.B.A. (SEMESTER – 3TH / 4TH)
**PRODUCT & BRAND MANAGEMENT**

Time : 03 Hours
Maximum Marks : 75

**Instruction to Candidates:**
1) Section - A is compulsory.
2) Attempt any Nine questions from Section - B.

**Section - A**
**Q1) (15 x 2 = 30)**

a) Define product.
b) Product mix.
c) FMCG products with example.

d) Market potential.
e) Fads.
f) What is positioning?

g) Morphological analysis.
h) Testing.
i) Conjoint analysis.

j) Price elasticity.
k) Define brand.
l) Brand personality.

m) Labeling.
n) Packaging.
o) Segmentation.

**Section - B**
**(9 x 5 = 45)**

Q2) Write in detail about product classification.

Q3) What is GE matrix? Write with the help of matrix.

Q4) What strategies you will follow in each phase of PLC?

Q5) On what basis you will differentiate a product?

Q6) What are various forecasting techniques?

Q7) Write in detail about the steps involved in new product development process.

Q8) What is alpha and beta testing?

Q9) What are various pricing strategies?

Q10) How you will launch a new product like bathing soap?

Q11) How packaging is better than packing?

Q12) What are the stages in brand building process?

Q13) How a subject like product and brand management can be useful for us as a manager?