

Reg. No:

--	--	--	--	--	--	--	--	--	--

**SIDDHARTH INSTITUTE OF ENGINEERING & TECHNOLOGY:: PUTTUR
(AUTONOMOUS)****MBA II Year I Semester (R16) Regular Examinations Nov/Dec 2017****PRODUCT AND BRAND MANAGEMENT**

Time: 3 hours

Max. Marks: 60

SECTION – A

(Answer all Five Units 5 x 10 = 50 Marks)

UNIT-I

1 List the factor that is influencing the design of the product. 10M

OR

2 Explain different stages in product life cycle. 10M

UNIT-II

3 Discuss significance of brand in the market. 10M

OR

4 Discuss different types of brand image. 10M

UNIT-III

5 Factor influencing decision for brand extension 10M

OR

6 Discuss umbrella branding in detail. 10M

UNIT-IV

7 Discuss brand equity measuring system. 10M

OR

8 Discuss the process of brand positioning and its objectives. 10M

UNIT-V

9 Explain financial aspects of a brand. 10M

OR

10 Explain the factors which is favoring to global brand. 10M

SECTION – B

(Compulsory Question)

1 x 10 = 10 Marks**Q.11. Case Study**

Case Facts

Vaibhav and Rajan are two enterprising youth. They have passed out from a premier management institute. They decide instead of doing job, they will launch fresh vegetables in Indian Marketing. Having learnt of the future conventional foods, they decided to venture into cultivation of mushrooms. Mushrooms are known to be the best alternative food for vegetarians. For Vaibhav and Rajan funding raise was a serious handicap for mass production. However, the first trail batch of mushrooms that they produced was bought by star hotel in Pune. Further the hotel placed order for supply of 20 kgs every day. Vaibhan and Rajan want to sell mushrooms in a very big way all over India. How will you guide Vaibhav and Rajan in a (a) Product Strategies (b) Brand positioning (c) Brand Strategies.

***** END *****