INSTITUTE OF AERONAUTICAL ENGINEERING
(Autonomous)
MBA IV Semester End Examinations (Regular) - May/June, 2018

Regulation: IARE–R16

PRODUCT AND BRAND MANAGEMENT

Time: 3 Hours　　　　　　　　　　　(MBA)　　　　　　　　　　Max Marks: 70

Answer ONE Question from each Unit
All Questions Carry Equal Marks
All parts of the question must be answered in one place only

UNIT – I

1. (a) Define packaging and write about the functions, importance of packaging. **[7M]**
   (b) Distinguish between Product Mix and Product Line and describe generic product development process. **[7M]**

2. (a) Define term Product innovation and explain advantages and disadvantages of product innovation. **[7M]**
   (b) Write about the New Product Development (NPD) and describe the stages in NPD. **[7M]**

UNIT – II

3. (a) Define term idea screening and explain reasons why a great idea fail to convert into good product? **[7M]**
   (b) Describe different types of growth strategies and explain intensive and integrative growth strategies. **[7M]**

4. (a) Explain the role of research and development in marketing. **[7M]**
   (b) Discuss BCG and GE McKinsey matrix of portfolio analysis. **[7M]**

UNIT – III

5. (a) Define Perceptual maps and explain advantages and disadvantages of perceptual maps. **[7M]**
   (b) Define about adoption process and explain stages of adoption. **[7M]**

6. (a) Discuss defender model and define the term brand response. **[7M]**
   (b) Define the term brand personality and discuss the importance of brand personality from Indian business context. **[7M]**

UNIT – IV

7. (a) Define brand image and discuss the advantage and disadvantages of building strong brand image. **[7M]**
   (b) Explain brand strategic decisions made by the manager to build strong brand. **[7M]**

8. (a) Define global franchising and write about the advantages and disadvantages of global franchising.

   [7M]

   (b) Define brand awareness and explain in detail about importance of brand awareness.   **[7M]**

UNIT – V

9. (a) Define brand equity and explain Aaker's model of brand equity.   **[7M]**

   (b) Define Brand Asset Valuator (BAV) and explain BAV model of measuring brand equity.   **[7M]**

10. (a) Discuss briefly about brand revitalization and explain the ways of finding brand revitalization .

    [7M]

    (b) Define brand Crisis and taking an example of your choice explain how companies managed the brand crisis.   **[7M]**