



# INSTITUTE OF AERONAUTICAL ENGINEERING

(AUTONOMOUS)

Dundiga, Hyderabad-500 043

## MASTER OF BUSINESS ADMINISTRATION

### ASSIGNMENT

<b>Course Name</b>	<b>PRODUCT AND BRAND MANAGEMENT</b>
<b>Course Code</b>	<b>CMB417</b>
<b>Class</b>	<b>IV Semester</b>
<b>Branch</b>	<b>MBA</b>
<b>Year</b>	<b>2017 – 2018</b>
<b>Course Faculty</b>	<b>Ms.Azara, Assistant Professor, Department of MBA</b>

#### OBJECTIVES

The course should enable the students to:

I	To increase the understanding of the important issues in planning and evaluating product and brand strategies.
II	To provide “real world” experience and understanding of product and branding strategies and understand product and branding concepts from the consumer’s point-of-view.
III	Able to understand the work with the appropriate theories, models and other tools to ensure better branding decisions, and to make these concepts relevant for any type of organization.
IV	Explore contemporary issues in product and branding development and sustainability and to provide a strategic approach to product and branding issues.

### ASSIGNMENT-I

S. No	Question	Blooms Taxonomy Level	Course Outcome
<b>UNIT-I</b>			
1	Define product? Describe about the product market mix strategy in detail.	Understand	CMB417.01
2	Define packaging? write about the functions, importance of packaging	Remember	CMB417.01
3	Write about the new product development and describe about the stages in new product development?	Remember	CMB417.02
4	Define product innovation? Explain about the advantages and disadvantages of product innovation?	Understand	CMB417.02
5	Describe in detail about the models of new product development	Understand	CMB417.01
S. No	Question	Blooms Taxonomy Level	Course Outcome
<b>UNIT – II</b>			
1	Explain about the intensive growth strategies and integrative growth strategies in detail	Remember	CMB417.05
2	Explain in detail about the role of research and development process in marketing.	Remember	CMB417.05
3	Describe about the different types of growth strategies in detail.	Remember	CMB417.04
4	Describe about the ad little product portfolio analysis and write about the life cycle stages	Remember	CMB417.06
5	Describe in detail about the BCG matrix and also explain the strategies based on BCG matrix	Understand	CMB417.5
<b>UNIT – III</b>			
1	Describe about the ad little product portfolio analysis and write about the life cycle stages	Remember	CMB417.07
2	Discuss in detail about the concept testing and concept selection	Remember	CMB417.07

3	Explain about the brand identity and applications of brand identity.	Understand	CMB417.09
4	Sketch the marketing block diagram with respect to customer decision making	Understand	CMB417.08
5	Discuss about the five established adopter categories in Diffusion of Innovation Theory	Remember	CMB417.07

### **ASSIGNMENT-II**

S. No	Question	Blooms Taxonomy Level	Course Outcome
<b>UNIT – III</b>			
1	Explain about the brand resonance and discuss about the four categories in brand resonance	Remember	CMB417.08
2	Define brand response? write about its applications of brand response?	Remember	CMB417.09
3	Explain about the brand identity and applications of brand identity.	Understand	CMB417.09
4	Define about the adoption process? Explain about the stages of adoption process?		
5	Discuss about the concepts of product map, joint space maps and market mapping	Understand	CMB417.05
<b>UNIT – IV</b>			
1	Define brand management? Describe about the importance of brand management?	Understand	CMB417.10
2	Define brand awareness? Explain in detail about the importance of brand awareness?	Understand	CMB417.10
3	Discuss about the brand personality and explain how the Brand personality must be differentiated from brand image		
4	Define global franchising? write about the advantages and disadvantages of global franchising?		
5	Define brand extension? Explain about the advantages and disadvantages of brand extension?	Understand	CMB417.12
<b>UNIT – V</b>			
S. No	Question	Blooms Taxonomy Level	Course Outcome
1	Define brand equity? write the advantages of brand equity ?	Remember	CMB417.13
2	Define brand resonance and explain in detail about the brand resonance pyramid?	Remember	CMB417.13
3	Discuss briefly about the Brand Revitalization and find out the some ways of brand revitalization	Remember	CMB417.15
4	Define brand equity and also explain about the different ways of customer brand equity	Understand	CMB417.15
5	Explain about the brand audit? why brand audit is important?	Remember	CMB417.14

**Prepared by:** Ms.Azara, Assistant Professor, Department of MBA

**HOD, Master of Business Administration**