



QP CODE: 26802193



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Reg No :

Name :

MBA DEGREE EXAMINATION, MAY 2026

Fourth Semester

MASTER OF BUSINESS ADMINISTRATION

ELECTIVE - 24MB04FE16 - PRODUCT AND BRAND MANAGEMENT

2024 ADMISSION ONWARDS

B2025606

Time: 3 Hours

Maximum Marks: 60

Part A

*Answer any **five** questions. Each question carries **2** marks.*

1. Define Product Management.
2. Define Differential Advantage.
3. Name four sources of idea generation for new product development.
4. Identify a new product that failed in the market and mention one major reason for its failure.
5. List the key sources of brand equity.
6. What is brand reinforcement?
7. Mention any two common reasons for brand failure.

(5×2 = 10 Marks)

Part B

*Answer any **five** questions. Each question carries **6** marks.*

8. Explain the key dimensions of a product mix with appropriate examples.
9. Explain the key distinctions in product management for consumer markets and industrial markets.
10. Explain the process of developing product strategy.
11. Discuss the stages involved in the consumer adoption process.
12. Describe the four steps of brand building process with suitable examples.
13. Explain Aaker's Brand Personality Framework with suitable examples.
14. Explain the concept of brand extension with suitable examples.

(5×6 = 30 Marks)





Part C

Answer any **two** questions. Each question carries **10** marks.

Question number 17 is compulsory .

15. Outline the sequential steps involved in the New Product Development process and briefly describe the role of each stage in transforming an idea into a marketable product.
16. Illustrate the growth of any successful Indian brand and discuss the branding strategies that contributed to establishing and maintaining its brand equity.

Compulsory Question

17. Dove's Brand Extension Strategy Dove, a brand owned by Unilever, was originally introduced as a moisturizing beauty soap. Over time, the brand expanded into several related product categories, including shampoos, conditioners, body lotions, deodorants, and face washes. Dove strengthened its identity through the "Real Beauty" campaign, which focused on authenticity and self-esteem rather than traditional beauty standards. While the brand extensions helped increase market presence, maintaining consistent brand meaning across different categories remains an ongoing challenge.

Questions:

1. Identify the type of brand extension strategy used by Dove.
2. What risks may arise from extending a brand into too many categories?

(2×10 = 20 Marks)

