



QP CODE: 26802247



Reg No :

Name :

MBA DEGREE REAPPEARANCE EXAMINATION MAY 2026

Fourth Semester

MASTER OF BUSINESS ADMINISTRATION

ELECTIVE - MB810406 - PRODUCT AND BRAND MANAGEMENT

2019 ADMISSION ONWARDS

2E25AD6F

Time: 3 Hours

Maximum Marks: 60

Part A

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

1. Take any product of your choice and briefly list out the priorities for the product manager in managing the same.
2. What is competitor analysis?
3. What do you mean by product strategy?
4. What do you mean by idea screening in new product development?
5. What do you mean by strategic brand management?
6. State any two best practices in branding from India.
7. What is celebrity endorsement in branding? Give two examples from two industries.

(5×2 = 10 Marks)

Part B

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

8. Describe the framework of product management with suitable examples.
9. Briefly comment on the product lines of any FMCG company of your choice.
10. How do you analyse competition and what is the purpose of competition analysis?
11. Briefly illustrate the stages in consumer adoption process with any recently launched product.
12. Corporate branding helps an organisation in creating a uniform image for all of its offerings. Critically evaluate the statement by taking any corporate brand.
13. Brand Reinforcement is all about maintaining brand equity. Do you agree?
14. Describe the factors that help sustain a brand in the market.

(5×6 = 30 Marks)





Part C

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

Question number 17 is compulsory .

15. Compare the product lines of two FMCG Companies in India. Critically comment on the performance of key product lines in the market.
16. Discuss what factors contribute to the success or failure of a brand in the market place by picking up one example each from an FMCG and Consumer Electronics sectors of your choice.

Compulsory Question

17. Vaibhav and Rajan are two enterprising youth who passed out from a premier management institute. They ventured into an entrepreneurial venture, to launch fresh selected vegetables in their State. 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 fund raising was a serious handicap for mass production. However, the first trial batch of mushrooms that they produced was bought by a star hotel in their city. Further, the hotel placed orders for supply of 20kgs every day. Vaibhav and Rajan would like to sell mushrooms all over the State.

How will you guide Vaibhav and Rajan in a) Product strategies? b) Brand Positioning.
c) Brand Strategies.

(2×10 = 20 Marks)

