

Roll No. \_\_\_\_\_

University of Pune  
Department of Management Sciences (PUMBA)  
Executive MBA 2<sup>nd</sup> year  
**Internal Examination September - 2013**  
**303 (A) Product & Brand Mgmt.**

Time : 1hr

Marks:20

Q 1.) Describe brand elements

10 marks

1. Pears
2. Pepsi

Q 2.) What is brand positioning ? describe with proper illustration

10 marks

Roll No. \_\_\_\_\_

University of Pune  
Department of Management Sciences (PUMBA)  
Executive MBA 2<sup>nd</sup> year  
**Internal Examination September - 2013**  
**303 (A) Product & Brand Mgmt.**

Time : 1hr

Marks:20

Q 1.) Describe brand elements

10 marks

1. Pears
2. Pepsi

Q 2.) What is brand positioning ? describe with proper illustration

10 marks

Roll No. \_\_\_\_\_

University of Pune  
Department of Management Sciences (PUMBA)  
Executive MBA 2<sup>nd</sup> year  
**Internal Examination September - 2013**  
**303 (A) Product & Brand Mgmt.**

Time : 1hr

Marks:20

Q 1.) Describe brand elements

10 marks

1. Pears
2. Pepsi

Q 2.) What is brand positioning ? describe with proper illustration

10 marks