

University of Pune
Department of Management Sciences (PUMBA)

303 A : Product & Brand Management

Max. Marks: 50

Time: 2 ½ Hours

Instructions : Attempt any Five questions. All questions carry equal marks.

1. What is the process to build a new Product? Explain the steps and take an example of any Service product of your choice to explain the same.
 2. What is the idea and purpose of Brand Personality Concept? Using this concept can we plan the success of a new line of Potato Wafers to be launched?
 3. What is the Brand pyramid? Explain the details of this and if you were planning a new Consumer Durables brand, how would you plan for its success using this construct?
 4. For effective Product management, what are the possible Hierarchical structures you can have in the organization?
 5. What are the different sources of Primary and Secondary information of Competition for a Product Manager and detail each ones use.
 6. Explain Brand Identity either from David Aaker's perspective OR Kapferer's Prism (any one only) in detail and outline the same with reference to the Identity of the Taj Group of Hotels.
 7. Write Short Notes on:
 - a) Method of building a Brand Portfolio
 - b) Strategies during the Growth phase of the Product Life Cycle
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