

University of Pune
Department of Management Sciences (PUMBA)
Executive MBA Programme

303 (A) : Product and Brand Management

Max. Marks : 50

Time : 2 ½ Hours

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

1. Explain the concept of Brand Personality & it's relevance. Also explain the 5 types of brand personality with suitable examples.
2. Define Brand Associations & their significance in brand management. Also explain what all impacts the formation of brand associations. Illustrate with suitable examples.
3. "Brand Identity & Brand Image are not one & the same". Do you agree? If yes, explain the two concepts & the difference between the two. If you disagree, show how these two mean the same thing. Either case, support your answer with adequate reasoning & examples.
4. Explain the concept of Product Life Cycle Management, with suitable examples from the FMCG or Durables category.
5. Analyze the logic behind the Naming Process of a Brand like 'BURNOL' & Explain the positives as well as negatives of using such a category of name.
6. Define Brand Re-Positioning & explain any 5 most common reasons / situations in which brands attempt re-positioning . Give suitable examples for each.
7. Write short notes on: (any 2)
 - a) Line / Range Extension
 - b) Category / Brand Extension
 - c) Brand Essence
