



Shri Shankaracharya Institute of Professional Management & Technology
P.O. Sejbahar, Mujgahan, Raipur (C.G.)

QUESTION BANK

PRODUCT AND BRAND MANAGEMENT (576431(76))

UNIT-1

1. What is product management? Explain with suitable example product mix and product line decisions
2. Define product. What are different levels of a product
3. Discuss product focused and market focused organization
4. Explain the concept of mix highlighting product mix of any company
5. Discuss various internal and external sources of new product ideas.
6. What are different phases of new product development process

UNIT-2

1. Explain the product strategy in product life cycle
2. What is sales forecasting? Explain the methods of sales forecasting with suitable examples
3. Illustrate the development of product strategy? Discuss the factors that influence the development of product strategy
4. Explain the various factors that influence the design of the product
5. Explain the methods of estimating market and sales potential
6. Difference between customer analysis and competitor analysis

UNIT-3

1. Explain brand positioning strategies with suitable examples
2. Describe various steps in successful brand building. Consider any brand as an example and describe its brand anatomy
3. Developing brand is much more difficult than developing a product. Comment
4. "Consumer brand knowledge is in the root of building brand". Comment
5. What do you mean by brand image and personality?
6. Explain the concept of product v/s brand

UNIT-4

1. Discuss the need of brand extension? Explain the various types of brand extension pros and cons
2. Explain different methods of measuring Brand Equity in detail.

3. Why brand positioning & brand building is necessary? Illustrate your answer with suitable example.
4. 'Co-branding includes strategic alliance.' Is it true ? Discuss various types of Cobranding in detail.
5. What are the various pros and cons of Brand Extension? Discuss with examples
6. Write short notes on:
 - (i) Line brand
 - (ii) Range brand
 - (iii) Umbrella branding
 - (iv) Brand hierarchy

UNIT-5

1. Write short notes on the following:

- (a) Brand Strategies
- (b) David Aaker's Model of Brand Equity
- (c) Celebrity Endorsement
- (d) Brand Identity Model
- (e) Source Brand and Co-branding

2. Describe the quantitative research techniques involved' in measuring the sources of brand equity?

3. Elaborate on 'Brand Equity' and discuss various methods measuring Brand Equity in detail.

4. How does brand awareness create brand equity?

5. Describe customer-based brand hierarchy



ASSIGNMENT QUESTION

Name of Program: Master of Business Administration

Semester: 4th

Branch: Management

Subject Code: 576431(76)

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