



**SIDDHARTH INSTITUTE OF ENGINEERING & TECHNOLOGY
(AUTONOMOUS) :: PUTTUR**

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QUESTION BANK (DESCRIPTIVE)

**Subject with Code :PRODUCT AND BRAND MANAGEMENT(16MB733)Course & Branch:
MBA IYear III-SemRegulation: R16**

UNIT –I

1. What is a product? Explain the chief characteristics of a product?
2. Explain the concept and characteristics of a product.
3. Briefly discuss types of consumer products with suitable examples.
4. What is mean by product line? List out the different product line of any MNC company.
5. What is mean by product mix? Discuss product decision process in product mix.
6. What is new product? Explain it's important in a society.
7. Give a detailed account of NPD process.
8. Discuss universal product codes and its merits in business environment.
9. List the factor that is influencing the design of the product.
10. Explain different stages in product life cycle.

UNIT –II

1. Define brand. What are the functions of brand in market.?
2. Discuss significance of brand in the market.
3. What is the need of brand identity? Discuss different sources of brand identity.
4. Explain the dimensions of brand identity.
5. Explain the important of brand image building.
6. Explain brand image. what its various dimensions.?
7. Explain the difference between commodity and brands.
8. What are the factors which attracts brand identity?
9. Explain the significance and advantages of brand image.
10. Discuss different types of brand image.

UNIT-III

1. What is meant by brand hierarchy? List out different types of brand hierarchy.
2. Explain the significance and advantages of brand hierarchy.
3. What is brand personality? explain the role played by brand personality in Promoting products.
4. Write short notes on the following
 - a) brand personality
 - b) brand identity
 - c) brand hierarchy
5. What are the advantages and disadvantages of brand extension? discuss briefly
6. Factor influencing decision for brand extension
7. How do you create and manage brand equity?
8. What is brand loyalty .how loyalty for a brand is build.
9. Discuss umbrella branding in detail.

UNIT-IV

- 1.Explain the purpose of measuring a brand.
- 2.What is brand positioning? distinguish between brand positioning and branddevelopment.
- 3.Discuss the process of positioning a new brand in the market.
- 4.Discuss brand equity measuring system
- 5.What is mean by brand audit explain in detail.
- 6.Explain the concept of measuring the sources of brand equity.
- 7.List the objectives of brand assessment and its process.
- 8.Discuss the process of brand positioning and its objectives.
- 9.What is brand identity and discuss the step by step guide to creating a Powerful brand identity.
- 10.Discuss assessment of brand image.

UNIT-V

- 1.Explain financial aspects of a brand.
- 2.Discus the significance of branding in different sectors.
- 3.Explain the importance of branding in customer sector.
- 4.Explain the concept of branding in service sector.
- 5.Give a detailed account of branding in retail sector.
- 6.Give a detailed account of branding in industrial sector
- 7.Discuss the guidelines for building a strong industrial brand.
- 8.List the characteristics of successful global brands.
- 9.Explain the factors which is favoring to global brand.
- 10.Discuss the global issues in building the brand.