

Dr. Babasaheb Ambedkar Open University, Ahmedabad

Term-End Examination : January-2026

Course Name : MBA

Subject Name : Product & Brand Management

Subject Code : MBA03EM313

Date : 07-03-2026

Time : 11:30AM TO 01:45PM

Max Marks : 70

Q.-1. Answer the following question (Attempt any one) in about 1200 words. (14)

- (1) Explain various Holistic methods in detail..
- (2) State and Explain product life cycle strategies.

Q.-2. Write answers to any one of the questions given below (in 1,200 words). (14)

- (1) Explain various issues with global marketing with context to standardization and customization.
- (2) Describe positioning statements and types of positioning.

Q.-3. Write answers to any one of the questions given below (in 1,200 words). (14)

- (1) Write the limitations and importance of NPD process.
- (2) write a note on competition and customer analysis.

Q.-4. Answer the following question (Attempt any one) in about 1200 words. (14)

- (1) What is product? Explain various levels and characteristics of product.
- (2) Explain measurement sources of brand equity.

Q.-5. Write short notes on any three of the following topics. (9)

- (1) Explain measurement outcomes of brand equity.
- (2) What is Brand Management? Explain importance of branding.
- (3) Explain characteristics of a good brand positioning strategy.
- (4) write a note on Global brand positioning.
- (5) Write a note on Product growth strategy.

Q.-6. Multiple Choice Questions (5)

(1) The term _____ refers to the word or words that are used to identify the business, the good or service, the idea, and other essential characteristics of the brand.

- | | |
|----------------|---------------|
| A) Product | B) Brand name |
| C) Advertising | D) Mascot |

(2) Which is the last level of product?

- | | |
|----------------------|----------------------|
| A) Potential Product | B) Augmented Product |
| C) Core Product | D) Expected Product |

(3) _____ communicates your mission to customers.

- | | |
|-------------|--------------|
| A) Branding | B) Marketing |
| C) Selling | D) Promoting |

(4) Brand equity is a result of

- | | |
|-------------------------------------|------------------------------------|
| A) Differences in consumer response | B) Similarity in consumer response |
| C) Differences in consumer response | D) None of the above |

(5) Marketers can apply a branding on

- | | |
|-----------------------------|---------------------|
| A) Physical good | B) A service |
| C) A store and organization | D) All of the Above |
