Oct- Nov-2025

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Total No. of Questions : 5]

SEAT No. :

PE-5849

[Total No. of Pages : 2

[6551]-834

M.B.A.

MKT 611 MJ : PRODUCT AND BRAND MANAGEMENT

(2024 Pattern) (Semester - III)

Time : 2½ Hours] *[Max. Marks : 50*

Instructions to the candidates :

1) *All questions are compulsory.*
2) *All questions carry equal marks.*

Q1) **Solve any five :** **[10]**

a) What is Warranty?

b) What is Guarantee?

c) Define Vision statement.

d) Define Mission statement.

e) Define Brand Audit.

f) Define Brand equity.

g) Brand revitalization

Q2) **Solve any two :** **[10]**

a) Enumerate the importance of strong Brand.

b) Discuss the disadvantages of global branding.

c) Explain perceptual mapping.

Q3) **Solve any one :** **[10]**

a) Analyze Mykaa's approach to branding and packaging innovation across product lines.

b) Discuss the challenges faced by brand manager in building brands in the modern lines.

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Q4) **Solve any one :** **[10]**

a) Recommend guidlines and practical tip's to make brand positioning affective.

b) Write note on - Endrosing Brand strategy & Range brand strategy.

Q5) **Solve any one :** **[10]**

a) Explain in detail managing brand equity using Aaker and Keller models.

b) Suppose you want to start a business of your own. Now based on the advantages and disadvantages of franchising and licensing which you choose.

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