

6. Express the various issues involved in managing brand equity (3)
OR

As a brand manager of a leading holiday resort firm with all India operations, what brand name you would suggest for honeymoon package targeted for newly married urban couples. Write. (3)

Group-C

(Long Answer Type Questions)

5 x 6=30

7. Appraise the different stages of the new product development process. (5)
8. Explain the different types of brand extension strategies used by brand managers. (5)
9. Enumerate the importance of product classification from a marketing point of view. (5)
10. Explain the factors which pursue a company to take Brand extension. (5)
11. Differentiate between product development and product marketing (5)
12. A leading FMCG company found out through researcher that there is huge potential in the branded gram flour (Besan) market that can be exploited. On the basis of this the company decided to enter the market. Judge the process of designing the positioning strategy for the product (5)

OR

Co-branding includes strategic alliance. Is it true? Argue. (5)
