



Y. & M. Anjuman Khairul Islam's
POONA INSTITUTE OF MANAGEMENT
SCIENCES & ENTREPRENEURSHIP

(A Religious & Linguistic Minority Institution, Recognized by DTE, Govt. of Maharashtra, Affiliated to Savitribai Phule Pune University,
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MBA (SEM - II)
218MKT: Product and Brand Management
(MBA 2019 PATTERN)
SHORT QUESTIONS

- Q1) Write any 3 key role/responsibility of product manager.
- Q2) What are the 4 main components of a marketing plan?
- Q3) What is consumer product management?
- Q4) What is Product Management and why it's needed?
- Q5) What is product based organizational structure?
- Q6) Write any 4 elements of product strategy?
- Q7) What is a Product Strategy?
- Q8) What are the Key Components of a Product Strategy?
- Q9) Where Does Product Strategy Fit in the Development Plan?
- Q10) What causes new product failure?
- Q11) Define a brand?
- Q12) What are the three modern challenges of branding?
- Q13) What are brand equity model
- Q14) What are the 4 elements of brand equity?
- Q15) What is brand image, give some example?
- Q16) What is the brand building?
- Q17) What are brand building tools?
- Q18) What is the criteria for choosing brand elements to build brand equity?
- Q19) What are the sources of brand equity?
- Q20) How do you build a brand element?
- Q21) Define Brand audit
- Q22) What is the function of a brand audit?
- Q23) Explain in short any 3 branding strategies?
- Q24) Explain in short how to develop a branding strategy for a business.
- Q25) Suggest some ways to revive a failed/dying brand