

**Bharati Vidyapeeth**  
**(Deemed to be University), Pune**  
**School of Distance Education**

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<b>Assignment No.</b>		<b>Name of the Assignment Setter:</b>	<b>SAVNEET KAUR</b>		
<b>Course code</b>	<b>309</b>	<b>Class:</b>	<b>MBA</b>	<b>Semester:</b>	<b>III</b>

<b>Subject:</b>	<b>PRODUCT AND BRAND MANAGEMENT</b>
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Q.1) Attempt **ANY ONE** of the **Following (1000 Words)** (10)

- a) Briefly describe Product Management and its classification.
- b) Explain the significance of branding for retailers.

Q.2) Attempt **ANY TWO** of the **Following (800 Words)** (12)

- a) Enumerate the nature, type and stages in produce life cycle.
- b) Explain the various steps involved in New Product Development (NDP).
- c) Briefly describe the elements of product strategy.
- d) What is branding? How do we differentiate between brand and a product?

Q.3) Write Short Notes on (**ANY TWO**) (08)

- a) Product Strategy Model
- b) Product line and Product Mix
- c) Test Marketing
- d) Idea Generation- Brain storming , need assessment

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