



Symbol of Excellence

MBA 4<sup>th</sup> Semester, MM – 408 (Product and Brand Management)**H.K. Hi-Tech**

College of Commerce &amp; Science

Attempt any five questions:

- Q.1 In the context of product management, clarify the following: (a) Product Levels (b) Product Classification  
 Q.2 Taking any suitable example, clarify the concept of width, breadth, length and consistency of a product line.  
 Q.3 What do you understand by Product Life Cycle? Discuss its stage and appropriate marketing strategies for them  
 Q.4 What do you mean by 'New Product'? Discuss the stages of new product development.  
 Q.5 (a) How will you develop brand personality? (b) How will you determine Brand equity?  
 Q.6 What do you understand by Brand Positioning? Discuss some of the positioning strategies with the help of suitable examples.  
 Q.7 Discuss the following: (a) Family Vs Individual Brand Name (b) Private vs National Branding  
 Q.8 Write short notes on the following: (a) E-branding (b) Branding for international markets



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Attempt any five questions:

- Q.1 Define Product. What are different levels of a product? Also discuss product mix.  
 Q.2 Write in detail about product life cycle. Do marketers have to adopt different strategies at different stages of PLC?  
 Q.3 Why do new products fail at market place? Critically examine entire process of new product development process to identify the reasons of product failures.  
 Q.4 What is Branding and what is its importance? What are major branding related decisions a marketer has to make?  
 Q.5 Define Brand Equity. How can it be assessed?  
 Q.6 What are the benefits and dangers of brand extensions? Cite at least 2 case studies each.  
 Q.7 What is Brand Positioning? What follies marketers must avoid while positioning their brands?  
 Q.8 Write short notes on any two of the following:  
 (a) Brand Loyalty (b) E-branding (c) Industrial Branding (d) Corporate Branding



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Attempt any five questions:

- Q.1 What do you understand by a product? Discuss the role of product planning in the modern age.  
 Q.2 Explain the concept of 'Product Life-cycle'. Prepares a list of five products at each stage of the PLC in the Indian market.  
 Q.3 What is meant by Product Mix? In this context explain why companies generally diversify their range of products? What factors influence to change in Product Mix?  
 Q.4 Evaluate the various methods of Brand Valuation in Indian context.  
 Q.5 Discuss the various brand positioning ways with the help of suitable examples. Also state the significance of brand building and communication.  
 Q.6 Elaborate the emerging role of E-branding and branding for international marketing.  
 Q.7 What is a New Product? Critically evaluate the entire process of new product development.  
 Q.8 Write short notes on any two of the following:  
 (a) Major Branding (b) Is branding socially desirable (c) Branding terminology and brand loyalty



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MBA 4<sup>th</sup> Semester, MM – 409 (E-Commerce)**H.K. Hi-Tech**

College of Commerce &amp; Science

Attempt any five questions:

- Q.1 E-commerce is in its infancy, but still it is the most popular way for a business to expand its customer base and increase productivity. Express your views.  
 Q.2 What are the different types of Electronic Payment Systems? Explain each one of them.  
 Q.3 Discuss the major issues involved in online publishing.  
 Q.4 Explain the various software modules in financial information system.  
 Q.5 "The most important tool of E-commerce is marketing automation. "Do you agree? Justify your answer.  
 Q.6 Describe the various management issues in online banking.  
 Q.7 Define "Intelligent Agents'. How can the intelligent agents have an impact on E-commerce?  
 Q.8 Write notes on the following: (a) Manufacturing Information System (b) Internet Service Provides



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MBA 4<sup>th</sup> Semester, MM – 409 (E-Commerce)

Attempt any five questions:

- Q.1 Define e-commerce. What are its direct benefits? Discuss the forces fueling e-commerce.
- Q.2 What do you understand by Electronic Payments? Discuss in detail about electronic payment mechanism.
- Q.3 Define 'Intelligent Agents'. How the intelligent agents can have an impact on e-commerce?
- Q.4 How does the value of distribution channel functions change when they become internet based?
- Q.5 Write notes on the following: (a) Agile Manufacturing (b) Financial Intranets
- Q.6 Write a detailed note on Digital Copyrights and Electronic Publishing.
- Q.7 It is suggested that the increase in e-commerce within the B2B market will lead to greater competition and more goods and services becoming commodities that is, solely competing on price. How do you think that is likely to affect buyers and sellers within the B2B market?
- Q.8 Write notes on the following: (a) Corporate Digital Library (b) Retail Industry Dynamics



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MBA 4<sup>th</sup> Semester, MM – 409 (E-Commerce)

Attempt any five questions:

- Q.1 Define the term e-commerce. Also discuss the critical success factors for such transactions.
- Q.2 Describe e-tailing and its characteristics with the help of example from the industry.
- Q.3 Assess the value and importance of the internet contribution in setting e-marketing objectives in relation to other possible objectives for an organization.
- Q.4 How can one achieve competitive advantages through business on net?
- Q.5 The relationship between manufacturers and their distributors regarding sales on the web can be very strained. Direct sales may cut into the distributors business. Discuss the strategies available to handle such channel conflicts.
- Q.6 What is the role of IT in expediting the process of Human Resource Function in an organization? List some enterprise HR Management Systems and how are they helpful to increase the efficiency?
- Q.7 How does electronic communication enable restructuring of the value chain network? Select a retailer of your choice and analyse the strategy for management of the supply chain.
- Q.8 Write a detailed note on e-commerce on supply chain management.



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MBA 4<sup>th</sup> Semester, MM – 410 (International Marketing)

Attempt any five questions:

- Q.1 What is International Marketing? How is it different from domestic Marketing?
- Q.2 Write a detailed note on economic environment of international marketing.
- Q.3 What has been the contribution of World Bank and IMF in the global economy? Discuss.
- Q.4 What do you mean by barriers to international marketing? Also discuss the different types of barriers.
- Q.5 Briefly discuss the direction and quantum of India's export in comparison to the developed economics.
- Q.6 Describe the role of Export Promotion Councils in India.
- Q.7 Is the international product life-cycle different than that of domestic? Give your answer with suitable examples.
- Q.8 Write short notes on the following: (a) Free Trade Zones (b) Letter of Credit.



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MBA 4<sup>th</sup> Semester, MM – 410 (International Marketing)

Attempt any five questions:

- Q.1 Define International Marketing. How is it different from marketing?
- Q.2 How economic environment of different countries have its impact on marketing? Explain.
- Q.3 Write a detailed note on the functioning of World Bank and IMF.
- Q.4 Elaborate the role of Free Trade Zones towards the growth of International Business.
- Q.5 Describe in detail the different barriers to International Marketing.
- Q.6 What do you understand by Export-Import Policy? How it ease the process of marketing across the border?
- Q.7 Narrate the product life-cycle of an International Brand.
- Q.8 Write short notes on the following – (a) Bills Exchange (b) Commodity Boards (c) Export Promotion Councils.



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MBA 4<sup>th</sup> Semester, MM – 410 (International Marketing)

Attempt any five questions:

- Q.1 Discuss the concept of International Marketing. What factors have led to Internationalization of trade?
- Q.2 Write down the constituents of Economic Environment for International Marketing. How can a marketer deal with these factors?
- Q.3 Discuss the role of International Institution in Proliferation and Governance of World Trade. Also write about various such institutes in brief.
- Q.4 India's Foreign Trade in recent years have shown an upward trend. What factors have contributed to it?
- Q.5 Write down the entire process a firm has to follow in importing and exporting of goods. Also discuss various documents required in the process.
- Q.6 While moving from domestic market to international market, how a firm adapts its marketing-mix to suit the international customers?
- Q.7 Pricing of products for overseas markets are more complicated. Why? Discuss the factors responsible for it.
- Q.8 Write short notes on the following: (a) International Trade Barriers (b) Concept and relevance of Free Trade Zones



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MBA 4<sup>th</sup> Semester, MM – 410 (International Marketing)

Attempt any five questions:

- Q.1 Compare and contrast International Marketing and global marketing. Why do global brands need to be marketed in different countries differently?
- Q.2 Summarise the role of World Bank in the process of ongoing globalization of Indian Business in the recent past.
- Q.3 What are major challenges before international marketers regarding pricing decisions? What are major critical issues for the success in a foreign market?
- Q.4 What do you understand by International Marketing Mix? What strategic actions do you take as an international marketing manager with regards to people and process mix discussions?
- Q.5 What are major forms of export finance? What remedies do you suggest for the current problems Indian exporters face in this respect?
- Q.6 Why registration of exporters has still remained a lengthy and troublesome process even in the context of present market reforms world over? How can this process be simplified and rationalized?
- Q.7 How do you place India in the world trade? Why share of India in world trade has not improved much even after large scale promotional efforts by all the concerned agencies?
- Q.8 What do you know about the free trade zones? How far the free trade zones have been successful in maintaining sound and open business environment? Discuss with an appropriate example.



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MBA 4<sup>th</sup> Semester, MM – 411 (Marketing of Services)

Attempt any five questions:

- Q.1 Define and classify services. Also discuss the unique characteristics of services with suitable examples.
- Q.2 Discuss the role of services sector in Indian economy and also explain the marketing mix of services.
- Q.3 Explain the concept of quality in services with GAP model of service quality.
- Q.4 Write a detailed note on Demand and Supply Management in services with suitable examples.
- Q.5 Explain the concept of services encounter and service recovery with suitable examples.
- Q.6 Write a detailed note on management of financial services in India with suitable illustrations.
- Q.7 Elaborate the concept of Services Trinity.
- Q.8 Write short notes on any two of the following: (a) Productivity and Differentiation in Services  
(b) Service Consumer Behaviour (d) Service Product Development



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MBA 4<sup>th</sup> Semester, MM – 411 (Marketing of Services)

Attempt any five questions:

- Q.1 Explain fully what the service marketing concept is all about? Point out the reasons for phenomenal growth in the service markets.
- Q.2 Discuss the formulation of marketing mix in professional support services.
- Q.3 What is the relationship between service productivity and service quality? Briefly discuss some service quality models.
- Q.4 Why are services branded? Give the various branding decisions which are required to be taken in marketing of services.
- Q.5 (a) How do the classification of services affect their marketing?  
(b) State the various techniques of studying consumer behaviour in marketing of services.
- Q.6 Describe the issues and problems in marketing of Financial Services. What is the future of Financial Service in India?
- Q.7 Enumerate the various promotional tools used by service organizations to boost the sales and explain any *four* methods of sales promotion with suitable examples.
- Q.8 Write detailed notes on any *two* of the following: (a) Demand-Supply Management  
(b) Packaging of Services (c) Designing of Service Strategy



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College of Commerce &amp; Science

MBA 4<sup>th</sup> Semester, MM – 411 (Marketing of Services)

Attempt any five questions:

- Q.1 Discuss the growing role of services in Indian economy. Also write the unique characteristics of services with suitable examples.
- Q.2 Discuss different classification of services. Also write in brief P's of services marketing.
- Q.3 Explain the process of service product development with suitable examples from service industry in India.
- Q.4 Write a detailed note on service consumer behaviour with suitable illustrations.
- Q.5 Elaborate the process of managing productivity and differentiation in service sector organizations.
- Q.6 Explain the concept of quality in context of services sector. Also discuss Gap Model of Quality in services.
- Q.7 Write a detailed note on Service Management Trinity.
- Q.8 Write short notes on any *two* of the following: (a) Service Encounter (b) Service Recovery  
(c) Marketing of Financial Services (d) Relationship Marketing