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**PRESIDENCY UNIVERSITY  
BENGALURU**

**RESEARCH AND DEVELOPMENT**

**Ph.D. Course Work**

**Mid-Term Examinations - AUGUST 2024**

**Odd Semester:** Ph.D. Course Work 2023 - 24

**Course Code:** MBA3060

**Course Name:** Product & Brand Management

**Department:** Management

**Date:** 13-08-2024

**Time:** 09.30am to 11.00am

**Max Marks:** 50

**Weightage:** 25%

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**Instructions:**

- (i) Read the all questions carefully and answer accordingly.  
(ii) Do not write any matter on the question paper other than roll number.
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**Answer all the Questions. Each question carries 10 marks.**

**(5Qx 10M= 50M)**

1. What is brand equity, and why is it important for companies? (CO: 01 BL: 01)
2. What is brand positioning, and why is it critical for brand management? (CO: 01 BL: 02)
3. Explain the process of developing an effective brand positioning strategy. (CO: 02 BL: 02)
4. How does brand positioning differ across different markets or segments? (CO: 02 BL: 03)
5. Explain the factors contribute to brand loyalty in detail. (CO: 02 BL: 04)