



G.PULLAIAH COLLEGE OF ENGINEERING & TECHNOLOGY

Venkayapalli - Nandikotkur Road - Kurnool - Andhra Pradesh - 518 452

II MBA I Semester II MID Examinations, November 2016.

Subject: Product And Brand Management

Time: 2hrs

Date: 08.11.2016

Max.Marks: 30M

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Instructions: I. Answer the following. II. Each Question carries equal marks.

1. How do you measure Brand Equity & manage Brands?
2. What is Brand Positioning? How do you assess Brand Positioning through Research?
3. Write Short Notes on
 - a. Retail Sector
 - b. Service Sector

=====ALL THE BEST=====



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