

**PRASHANT INSTITUTE OF MANAGEMENT**

**ASSIGNMENT QUESTIONS**

**PRODUCT AND BRAND MANAGEMENT**

**FT-CC-303**

Q.1 Define Product and its features also differentiate Consumer Product and Industrial Product.

Q.2 What do you mean by New Product Development, explain the Product Life Cycle.

Q.3 Explain (Any 4)

- Brand Identity
- Brand Image
- Brand Personality
- Brand Architecture
- Brand Equity
- Brand Loyalty

Q.4 Explain the characteristics of successful Brand also explain the Brand Strategies.

Q.5 Explain the concept and characteristics of Industrial Brands and Retail Brand.