



DRAVIDIAN UNIVERSITY
DIRECTORATE OF DISTANCE EDUCATION

Kuppam-517426

II YEAR MBA ASSIGNMENT

Paper MM 208: PRODUCT AND BRAND MANAGEMENT

Answer any three questions

3X10=30

1. Explain the managing the development process of product.
2. Define CRM. Explain its role and significance in the present scenario.
3. What is brand portfolio? Explain its objectives.
4. What is brand positioning? Explain its advantages and limitations.
5. Elaborate the branding in different sectors.