

# PRODUCT & BRAND MANAGEMENT



**Brand:** Mehta Solutions  
**Product Code:** 1330302229  
**Weight:** 0.00kg

**Price: Rs600**

## **Short Description**

**PRODUCT & BRAND MANAGEMENT**

## **Description**

**PRODUCT & BRAND MANAGEMENT SOLVED PAPERS AND GUESS**

**Product Details: UTKAL UNIVERSITY PRODUCT & BRAND MANAGEMENT**

**Format: BOOK**

**Pub. Date: NEW EDITION APPLICABLE FOR Current EXAM**

**Publisher: MEHTA SOLUTIONS**

**Edition Description: 2021-22**

**RATING OF BOOK: EXCELLENT**

## **ABOUT THE BOOK**

### **FROM THE PUBLISHER**

If you find yourself getting fed up and frustrated with other **UTKAL UNIVERSITY** book solutions now mehta solutions brings top solutions for **PRODUCT & BRAND MANAGEMENT** contains previous year solved papers plus faculty important questions and answers specially for **UTKAL UNIVERSITY** .questions and answers are specially design specially for **UTKAL UNIVERSITY** students .

**Please note: All products sold on mbabooksindia.com are brand new and 100% genuine**

- **Case studies solved**
- **New addition fully solved**
- **last 5 years solved papers with current year plus guess**

**PH: 07011511310 , 09899296811 FOR ANY problem**

**FULLY SOLVED BOOK LASY 5 YEARS PAPERS SOLVED PLUS GUESS**

### **PRODUCT & BRAND MANAGEMENT**

**Unit-1** New Product development process, Research techniques used in the process, Product development strategies: Idea generation, Concept, Concept testing, Concept evaluation, Product testing, Pre-test Marketing and Test Marketing, Launching strategies

for new Product

**Unit-2** Product lifecycle Management, Production Portfolio Analysis and Management, Industrial Products and Consumer Products, Shopping (Durable) goods and services and convenience (FMCG) goods and services, Specially goods and services

**Unit-3** Underst and Brands - Brand Hierarchy, Brand Personality, Brand Image, Brand Identity, Brand Positioning; Brand Equity, Value addition from Branding - Brand - customer Relationships, Brand Loyalty and Customer Loyalty

**Unit-4** Managing Brands; Brands Creation, Brand Extensions, Brand-product Relationships, Brand Portfolio; Brand Assessment through Research - Brand Identity, Position, Image, Personality Assessment and Change

**Unit-5** Brand Revitalisation; Financial Aspects of Brands; Branding in Different Sectors: Customer, Industrial, Retail and Service Brands