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MS-063

MANAGEMENT PROGRAMME

(MP)

Term-End Examination

December, 2023

MS-063 : PRODUCT MANAGEMENT

Time : 3 Hours

Maximum Marks : 100

(Weightage : 70%)

Note : (i) Attempt any **three** questions from Section A. Each question carries 20 marks.

(ii) Section B is compulsory and carries 40 marks.

Section-A

1. What is a product ? Explain the anatomy of product. What is a product line, product line stretching and line filling ? Explain with examples.

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2. Describe *four* distinct stages of product life cycle. Can these stages be viewed by marketers as indication of opportunities to a firm ? Discuss in the light of product planning and business strategy of a firm.
3. What is Brand Positioning ? How is it different from Product Differentiation ? How to use perceptual maps in positioning for decision-making ? How is leadership position different from positioning of a follower ? Discuss with examples.
4. Write short notes on any *three* of the following :
 - (a) Measuring Brand Equity
 - (b) Role of Packaging in product management
 - (c) Methods of generating new product ideas
 - (d) GE's strategic business planning grid
 - (e) Penetration pricing

Section-B

5. (a) A shoemaker wants to launch a new brand of shoes, so far that what type of concept tests will be used by the shoemaker ? The scale needs to be designed based on the attributes of a shoe. Design a concept test based on attributes' importance.
- (b) What type of market analysis will be done by such a shoemaker to design a successful marketing strategy ? Discuss.