

**MS-63**

**Management Programme (MP)/ Post Graduate Diploma in Marketing  
Management (PGDMM)**

**ASSIGNMENT  
For  
January 2024 and July 2024 Sessions**

**MS-63: Product Management**

**(Last date of submission for January 2024 session is 30<sup>th</sup> April, 2024  
and for July 2024 sessions is 31<sup>st</sup> October, 2024)**



**School of Management Studies  
INDIRA GANDHI NATIONAL OPEN UNIVERSITY  
MAIDAN GARHI, NEW DELHI – 110 068**

## ASSIGNMENT

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<b>Course Code</b>	<b>:</b>	<b>MS - 63</b>
<b>Course Title</b>	<b>:</b>	<b>Product Management</b>
<b>Assignment Code</b>	<b>:</b>	<b>MS-63/TMA/JAN/2024</b>
<b>Coverage</b>	<b>:</b>	<b>All Blocks</b>

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**Note: Attempt all the questions and submit this assignment to the coordinator of your study centre. Last date of submission for January 2024 session is 30<sup>th</sup> April, 2024 and for July 2024 session is 31<sup>st</sup> October, 2024.**

1. (a) What is a Product? Discuss the classification of products with suitable examples. Explain the major areas of responsibilities of product management function.  
(b) Discuss the constituents of product planning system. Explain the matrix approach to product planning.
  
2. (a) Explain the concept and logic behind product line decisions. Identify and elaborate the features that companies pursue line extensions as a tool for business development.  
(b) Explain the concept of portfolio. What is BCG growth share matrix? Explain the methodology of constructing BCG matrix.
  
3. (a) Distinguish between brand name and branding. Discuss the various branding policy decisions available to the marketer. Cite suitable examples for each of these brand policy options.  
(b) Explain the various options available for a firm in setting responsibility for a new product development. Highlight the advantage and disadvantages for each of these options.
  
4. (a) Discuss the major concept generation methods that you are familiar with. Analyse the caveats of concept generation in terms of market acceptance of the product.  
(b) Is product launching a necessity? If yes or no, justify with an example.  
What are the steps involved in the launch of a new product in the market.