

MS-63

Management Programme

**ASSIGNMENT
For
January 2022 and July 2022 sessions**

MS – 63: Product Management

**(Last date of submission for January 2022 session is 30th April, 2022
and for July 2022 session is 31st October)**



**School of Management Studies
INDIRA GANDHI NATIONAL OPEN UNIVERSITY**

ASSIGNMENT

Course Code	:	MS - 63
Course Title	:	Product Management
Assignment Code	:	MS-63 /TMA/JAN/2022
Coverage	:	All Blocks

Note: Attempt all the questions and submit to the coordinator of your study centre. **Last date of submission for January 2022 session is 30th April, 2022 and for July 2022 session is 31st October, 2022.**

(a) What is a Product? Discuss with an example. How are products classified? Explain the basis of classification with suitable examples.

(b) Discuss the nature and scope of Product Management with a company you are associated or familiar with.

2. (a) What is product line? By taking an FMCG company of your choice as an example discuss its product line.

Explain the Product Life Cycle concept (PLC) and how does it help in product planning activity of a business.

(b) What is the rationale for managing product portfolio? Discuss.

Explain the Methodology of constructing BCG matrix.

3 (a) List out and discuss the relevance and rational of branding.

Bring out the relationship of the three concepts namely positioning, product differentiation and market segmentation with a suitable example of your choice.

(b) Discuss the concept of Brand equity. Comment on the importance of packaging and labelling.

4(a) Explain the various sources of new product ideal used by a firm which you are associated or familiar with.

What factor's determine the decision to offer new product by the marketer?

(b) Discuss the major concept generation methods that you are familiar with.

What is Test marketing? Discuss the various issues associated with test marketing.