

**MASTER OF BUSINESS
ADMINISTRATION (RETAIL SERVICES)
(MBARS)**

**Term-End Examination
December, 2012**

**MRS-021 : PRODUCT LIFE CYCLE
MANAGEMENT**

Time : 3 hours

Maximum Marks : 100

Note : *Answer any five questions. All questions carry equal marks.*

1. Explain the relevance and importance of PLC from concept to final cycle of a product.
2. Explain in detail with valid examples the importance of Customer Relationship Management (CRM) and its importance in growth of a business enterprise.
3. SCM is key to resources management in business enterprise. Explain how it can impact a retail business.
4. Explain the various stages of Evolution in new product development.

5. Illustrate with example the 4 P's in PLC and how it is used by a Merchandiser.
 6. "Just in Time" concept is key to Economic Survival. Explain the relevance and importance in retail business through technology upgradation.
 7. How to reduce cost on prototype and use knowledge existing through prior development ?
 8. How simulation technology can impact PLC ?
-