

MANAGEMENT PROGRAMME

Term-End Examination

December, 2018

MS-063 : PRODUCT MANAGEMENT

Time : 3 hours

Maximum Marks : 100

(Weightage 70%)

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- Note : (i) Attempt any three questions from Section-A.
(ii) Section-B is compulsory.
(iii) All questions carry equal marks.*
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SECTION - A

1. What is a Product ? Discuss the Classification scheme for classifying Products. What is a Product Mix ? Explain it by taking any company of your choice as to what is its Product Mix.

2. Explain the product portfolio concept used in product analysis. Discuss the use of BCG Matrix and GE Planning grid in evaluating company's product portfolios. Explain with necessary diagram.

3. (a) What do you understand by the term 'branding' ? Explain the strategic relevance of branding for marketers.
(b) With the help of suitable examples explain the various functions of packaging.

4. Write notes on any three of the following :
- (a) Marketing strategies used at different stages of Product Life Cycle (PLC)
 - (b) Positioning Strategies
 - (c) Concept Testing
 - (d) Screening of new product ideas
 - (e) Test Marketing

SECTION - B

5. A company is into marketing of detergents. The same company has decided to launch a new product-bathing soaps in the same market where it is already marketing detergents.

You have been assigned the task of launching this new product (bathing soap).

- (a) Will you go in for family branding or individual branding for the new product ? Justify your answer.
 - (b) Suggest a suitable pricing strategy for launching the new product.
 - (c) Explain how perceptual mapping can be used for positioning the new product.
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