

**MANAGEMENT PROGRAMME (MP)**

**Term-End Examination**

**December, 2020**

**MS-63 : PRODUCT MANAGEMENT**

*Time : 3 Hours*

*Maximum Marks : 100*

*Weightage : 70%*

---

**Note :** (i) Answer any **three** questions from Section A.

(ii) Section B is compulsory.

(iii) All questions carry equal marks.

---

---

**Section—A**

1. (a) What is a product ? With the help of an example, explain the anatomy of a product.
- (b) Discuss the major areas of product management decisions.

2. (a) Discuss the important factors that make companies pursue product line extensions as a significant element of their marketing strategy.
- (b) Explain the BCG growth-share matrix. What are its limitations ?
3. (a) Explain the organization of new product development at the corporate level. What are its advantages and disadvantages ?
- (b) What is test marketing ? What are its objectives ? Explain the advantages and disadvantages of conducting test marketing.
4. Write short notes on any *three* of the following :
  - (a) Product life cycle concept
  - (b) Factors influencing pricing decisions
  - (c) The concept of brand equity
  - (d) Break-even analysis
  - (e) Importance of industrial design

[ 3 ]

**Section—B**

5. Your company is planning to launch a range of packaged fruit juices.
- (a) Suggest a suitable brand name for the new product range. Justify your choice.
  - (b) For the above mentioned new brand suggest a suitable positioning strategy.
  - (c) Suggest what different functions the packaging of your above product can perform.