

01276

MANAGEMENT PROGRAMME

Term-End Examination

June, 2017

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. (a) What is a product ? Taking the example of a refrigerator, explain the anatomy of the product i.e. the core benefits, tangible specifications, and augmented features.
- (b) Explain the major areas of product management decisions, giving suitable examples.
- 2. (a) Briefly explain the concept of Product Life Cycle (PLC). Do all products go through the classical bell-shaped PLC ? Justify your answer with suitable examples.
- (b) Discuss the different pricing strategies available to a Product Manager for product pricing. Give examples.

3. (a) What are the objectives of test marketing ?
Taking a new product of your choice, explain how you would go about its test marketing.
- (b) Explain the importance of promotion of the new product with the help of suitable examples.
4. Write short notes on any three of the following :
- (a) Disadvantages of Product Line Extension
 - (b) Types of Display Matrices
 - (c) Brand Equity Measurements
 - (d) Sales Forecasting Methods
 - (e) Organising for New Product Development at the Corporate Level

SECTION - B

5. Indian toothpaste market is witnessing a lot of changes, with many FMCG companies, Indian as well as MNCs, launching 'herbal' toothpastes. This segment is growing fast and every player wants to corner a significant share of it. You are a product manager-in-charge of toothpaste category-in a FMCG company which also intends to enter 'herbal toothpaste' segment.
- (a) How can you use 'Attribute Analysis' to generate new product ideas for the proposed herbal toothpaste ? Discuss.
 - (b) Suggest alternative basis for positioning of the new product.
 - (c) Discuss the functions that packaging can perform in marketing of toothpaste.
 - (d) Suggest a brand name for the new product to be introduced by the company, giving reasons why your choice is a good one.