

00285

**MANAGEMENT PROGRAMME**

**Term-End Examination**

**June, 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. Explain the concept of 'product mix' and 'product line' giving suitable examples. Discuss the factors influencing the product line decisions.
  
2. (a) Taking the example of a product of your choice, explain how a company's marketing mix strategies may vary depending on the different stages of its Product Life Cycle.  
  
(b) Explain the relationship of pricing to the other elements of the marketing mix. As a marketing manager, what pricing strategy would you suggest to introduce a range of fruit juices in view of the firm's objective of increasing sale.

3. (a) Enlist the various sources of new product ideas. Taking the example of ceiling fans, explain how you can use "attribute analysis" to generate new product ideas.
- (b) Explain the various interpretations of the term 'new product', giving suitable examples.
4. Write short notes on **any three** of the following :
- (a) Perceptual Mapping.
- (b) Building brand equity.
- (c) Concurrent engineering.
- (d) Break-even analysis.
- (e) Organising new product development at the divisional level.

#### SECTION - B

5. You are a product manager in a FMCG company, incharge of the 'biscuits' category.
- (a) Suggest alternative basis for positioning of the product.
- (b) Explain the functions that packaging can perform in marketing of biscuits.
- (c) In case you wan't to introduce a new range of biscuits targetting the diabetics, how would you go about test marketing the same ? Suggest a suitable brand name for the new product.
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