

MANAGEMENT PROGRAMME

Term-End Examination

01664

June, 2019

MS-063 : PRODUCT MANAGEMENT

Time : 3 hours

Maximum Marks : 100

(Weightage : 70%)

Note : Attempt any *three* questions from Section A.
Section B is **compulsory**. All questions carry equal marks.

SECTION A

1. (a) What are Product Line Stretching and Line Filling decisions ? Explain the concepts with respect to a company in consumer durables.
(b) Explain the matrix approach to product planning with a suitable example.
2. List out major factors which marketers need to consider while pricing a product. As a marketing manager, what pricing strategy would you decide upon to introduce a range of natural fruit juices in Delhi NCR ?

3. Discuss the importance of packaging in marketing a product. What are the functions of packaging and various types of packaging strategies that can be used for market cultivation? Explain with examples.
4. Write short notes on any *three* of the following :
- (a) Methods of generating new product ideas
 - (b) Break even analysis
 - (c) Concept generation and concept testing
 - (d) Use of brainstorming for generating new product ideas
 - (e) GE's strategic business planning grid used for product portfolio evaluation

SECTION B

- 5. (a)** Explain the term 'positioning'. Suggest alternative basis of positioning for the following products :
- (i) Toothpaste
 - (ii) Ready to eat snack
- (b)** An FMCG company plans to introduce a new type of atta (wheat flour) targeted at diabetics. Suggest a suitable brand name for the product. Justify your choice. What benefits do customers get by branding of a commodity like wheat flour ?
-