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MS-063

MANAGEMENT PROGRAMME (MP)

Term-End Examination

June, 2023

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) Discuss the scope and significance of product management function.
- (b) What is Brand Image ? Discuss the dimensions of brand image.

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2. (a) What is a product line ? Discuss the bases used for product line extensions with suitable examples.
- (b) Draw the product life cycle for the following products :
 - (i) Refined oil as a cooking medium
 - (ii) Air purifier
3. Discuss the various pricing methods that can be used by marketer. Pick up suitable examples from FMCG and consumer durables to substantiate your answer.
4. Write short notes on any **three** of the following :
 - (a) How to select a brand name ?
 - (b) Positioning and Product differentiation
 - (c) Brand equity
 - (d) Criteria for screening new product ideas
 - (e) Break-even analysis

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Section—B

5. (a) By taking an example of Automobile Sector identify recent models :
- (i) which have been added to the product line
 - (ii) which have been dropped from the product line
- to describe the concept of product life cycle.
- (b) As a product manager you are given the task to evaluate the product portfolio of your company, using BCG matrix. Give reasons in support.