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MS-063

**MANAGEMENT PROGRAMME
(MP)**

Term-End Examination

June, 2024

MS-063 : PRODUCT MANAGEMENT

Time : 3 Hours

Maximum Marks : 100

(Weightage : 70%)

Note : (i) Attempt any **three** questions from Section A. Each questions carries 20 marks.

(ii) Section B is compulsory and carries 40 marks.

Section-A

1. As a product manger of an organization, what are different types of product management decision that are to be taken ? Explain these different decisions with suitable examples.

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2. What are product line extensions ? Explain the bases/important factors that make companies to pursue line extension as a part of their marketing strategies.
3. Compare and contrast the techniques of Idea Generation. Which technique will you suggest for a consumer product v/s a service ? Illustrate by taking example of each.
4. Write short note on any *three* of the following :
 - (a) Product classification
 - (b) BCG Growth Share Matrix for Portfolio evaluation
 - (c) Different shapes of PLC and their relevance.
 - (d) Perceived Value Pricing method vs. Going Rate Pricing method
 - (e) Estimating Market Potential v/s Market Demand as a of Economic Analysis.

Section—B

5. (a) A car manufacturer is aiming at the Indian market. Enlist all the factors that would help to decide about the length of the product line of such a car manufacturer.
- (b) The Refined Vegetable Oil market as a cooking medium is becoming competitive with the entry of new players. On the basis of the PLC/market share position if a competitor has a small market share in this market, what should be his marketing strategy to gain mere market share. Justify your answer.