

**MANAGEMENT PROGRAMME**

**Term-End Examination**

**June, 2015**

**MS-63 : 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 Product Line Stretching ? How it can be done ? Explain with the help of examples.  
(b) Discuss the strategic relevance of branding.
2. (a) How Concept Testing, Product Testing, Test Marketing differ in case of new product development ? Give examples to illustrate your answer.  
(b) Briefly explain the different stages of Product Life Cycle (PLC). Suggest suitable marketing strategies during the decline stage of the PLC.
3. (a) What pricing strategy would you suggest for the launch of following new products.  
(i) Milk  
(ii) Branded Consumer White Goods.  
Give Justification for each.  
(b) Explain the various parameters which can be used for measuring brand equity.

4. Write notes on **any three** of the following :
- (a) Alternative bases for positioning.
  - (b) Product classification.
  - (c) Role of Packaging in Product marketing.
  - (d) Brand name selection process.
  - (e) Sales forecasting methods.

### SECTION - B

5. Read the case below and answer the questions given at the end of the case :

NIKHAR DETERGENT : POSITIONING AND BRANDING OF DETERGENT :

Mr. Naresh Kumar started a detergent making unit in a small place close to Delhi. He was having experience in the production of the detergent and was not experienced in its marketing. He wanted to market this product to rural areas of Haryana and other villages close to Delhi. In increasing age of competition, the people can distinguish the products based on its brand name and qualities. In rural areas, people want branded detergents, as detergents have started replacing soaps for washing clothes-because of convenience and economy. You have been appointed as a Product Manager by Mr. Naresh Kumar to create a product marketing plan to market the detergent in rural areas of Haryana and Delhi.

**Questions :**

- (a) Suggest suitable ways to Brand the detergent and ways to Position the same in rural areas.
  - (b) Suggest a suitable marketing program to build the sale of this detergent in the rural areas as identified.
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