

00868

**MASTER OF BUSINESS
ADMINISTRATION (RETAIL)
(MBARS)**

**Term-End Examination
December, 2011**

**MRS-021 : PRODUCT LIFE CYCLE
MANAGEMENT**

Time : 3 hours

Maximum Marks : 100

Note : Answer any five questions.. All questions carry equal marks.

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1. Explain the role of CRM and SCM within Enterprise Information Technology structure. Use appropriate examples. **20**
 2. Explain various stages of New Product Development. **20**
 3. Comment upon Merchandising and Role of four P's at the different stages of PLC. Use example of a textile manufacturing unit. **20**
 4. "Reduced time to develop new products is the necessity of survival in today's competitive world." Justify the statement by using latest developments taking place in upgradation of technology. **20**

5. Write short notes on - **10+10**
(a) Improved Product Quality
(b) Conception stage in PLC
6. How does an organisation generate savings through the re - use of earlier knowledge captured during previous products' development. Use appropriate examples. **20**
7. Comment on methods or strategies to reduce prototyping costs, and analyse the impact of reduced cost on effectiveness of prototype. **20**
8. Discuss in detail the framework for product optimization. Use detailed example to support your views. **20**
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