

MANAGEMENT PROGRAMME

Term-End Examination

December, 2011

MS-63 : PRODUCT MANAGEMENT

Time : 3 hours

Maximum Marks : 100

(Weigh tage 70%)

Note : (i) Attempt any three questions from Section - A.

(ii) Section - B is compulsory.

(iii) All questions carry equal marks.

SECTION - A

1. (a) Explain the term 'product line', giving suitable examples. Discuss the factors that make companies pursue product line extensions.
- (b) Taking a fast moving consumer good of your choice, discuss the distribution and promotion strategies that you would suggest for the different stages of its product life cycle.
- (a) Describe the various functions performed by packaging in marketing of consumer goods, giving suitable examples.

- (b) How would you use the technique of Benefit-Structure Analysis to generate new product ideas ? Explain taking the example of a household cleansing agent.
3. (a) Taking the example of a washing powder or a toilet soap explain how perceptual mapping can be used for product positioning ?
- (b) Briefly explain any two types of display matrices used for product portfolio analysis. Discuss the utility of display matrices for a product manager.
4. Write short notes on *any three* of the following :
- (a) Product Management Decisions
 - (b) Product Prototypes
 - (c) New product development at corporate level
 - (d) Penetration and Skimming pricing strategies
 - (e) Types of new products

SECTION - B

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

Homemade Icecream Ltd

Homemade Icecream Ltd, manufacturer of ice-cream and frozen yoghurt was founded in 1995. It soon became popular with its innovative flavours, made from fresh milk and cream. The company currently distributes ice-cream, frozen yoghurt and novelty products nationwide, in super-markets, grocery stores, franchised Homemade scoop shops, restaurants and other venues. Homemade's product strategy is to differentiate its super premium brand from other ice-cream brands. The brand image reflects high quality, uniqueness, and a bit of amusement. For example, ' Chubby Hubby ' has Chunks of chocolate-covered peanut-butter-filled crisp biscuits in a rich Vanilla malt ice-cream. Other names in the company's line of ice-cream include Totally Nuts, Chunky Monkey, Super Fudge Chunk. The new product development and flavour naming process are a top priority at Homemade.

Questions :

- (a) Does Homemade use an individual or a family branding strategy ? What are the relative advantages and disadvantages of the two strategies ?
 - (b) What are the characteristics of a good brand name ? How do you rate Homemade flavour names based on these criteria ?
 - (c) Homemade plans to introduce a sugar free, low fat ice-cream targetted at calorie-conscious customers. How should it go about test marketing the same ? Suggest a suitable brand name for the new product.
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