

MS-63

Management Programme

**ASSIGNMENT
FIRST SEMESTER
(January to June)
2021**

MS – 63: Product Management



**School of Management Studies
INDIRA GANDHI NATIONAL OPEN UNIVERSITY
MAIDAN GARHI, NEW DELHI – 110 068**

ASSIGNMENT

Course Code	:	MS - 63
Course Title	:	Product Management
Assignment Code	:	MS-63 /TMA/SEM - I/2021
Coverage	:	All Blocks

Note: Attempt all the questions and submit to the coordinator of your study centre on or before 30th April, 2021.

1. Distinguish between convenience, shopping, and specialty goods giving suitable examples.
2. How can you use 'Attribute Analysis' to generate new product ideas for a toothpaste? Discuss.
3. Taking the example of a product of your choice, explain how a company's marketing mix strategy may vary depending on different stages of its product life cycle.
4. Taking the example of packaged fruit juice, explain the alternative bases available to the marketers for its positioning. .
5. Explain the factors that can be responsible for the failure of a new product, giving suitable examples.
6. Discuss the importance of packaging for a marketer of consumer goods.