| MS-63 |

MANAGEMENT PROGRAMME

Term-End Examination

December, 2013

01185

MS-63 : PRODUCT MANAGEMENT

Time : 3 hours   *Maximum Marks : 100*

(Weightage : 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)   Taking the example of a Mobile Phone (Cellular Phone) explain the core benefits , the tangible specifications and augmented features of a product.

(b)   Taking a product of your choice , discuss the major areas of product management decisions.

2.   (a)   Briefly explain the concept of Product Life Cycle (PLC). Do all products go through the classical bell shaped PLC ? Discuss.

(b)   Distinguish between 'Cost Plus Pricing' and 'Perceived Value Pricing'giving suitable examples.

3.   (a)   Discuss the importance of 'Industrial Designing ' in the product development process. Briefly explain the process of industrial design development.

(b)　Explain the various interpretation of the term 'new product'. Discuss the significance of promotion for a new product.

4. Write short note on *any three* of the following :
(a)　Bases for Product Line Extensions
(b)　Sales Forecasting Methodologies
(c)　Brainstorming
(d)　Perceptual Mapping
(e)　Types of Display Matrices

SECTION - B

5. A company manufacturing stationery products for school children now plans to enter into 'educational toys' market. The company is currently a market leader and follows a 'family branding' strategy. You have been hired by the company as a consultant to guide them on the proposed entry.

Questions :
(a)　Explain to the company how the concepts of positioning, product differentiation and market segmentation would be relevant in marketing of the proposed products.
(b)　Explain the functions of that packaging can perform in marketing of educational toys.
(c)　Advice the company on the branding strategy for the new product category.

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