

MANAGEMENT PROGRAMME

Term-End Examination

December, 2016

MS-063 : 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) Product mix and line decisions are viewed as strategic tools to increase market share and keep competition at bay. Comment.
(b) How can you use product life cycle as a tool to plan market share strategies ? Explain with a suitable example.
2. (a) Examine the concept of positioning for marketing of any national social programme in India.
(b) Elaborate the process of estimation of first time sales and repeat sales under economic analysis of a product.
3. (a) Discuss the issues in Test Marketing of a product.
(b) Discuss packaging strategies of a FMCG product of your choice.

4. Write short notes on **any three** of the following :
- (a) Types of pricing
 - (b) Market Share Approach
 - (c) Brand Image
 - (d) New Product Idea generation
 - (e) Pre-test Marketing

SECTION - B

5. Company X has a dominant share in the Indian sauce market and also owns a successful brand in the category. Research showed the company that there was a need for a sauce with a unique taste which could be taken with Indian as well as Western snack foods. The company introduced 'Tom-Imli', a tomato sauce with tamarind and tangy spices. The product is targeted at children in the age group of 8 - 14 years.
- (a) In this situation, what are the other products which you think would compete with this new product ?
 - (b) Suggest a suitable positioning basis for this new product.
 - (c) Give your comments on the name 'Tom-Imli'. If you were asked to suggest an alternate brand name, what would you suggest and why ?
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