

01272

**MANAGEMENT PROGRAMME**

**Term-End Examination**

**December, 2017**

**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) Distinguish between the following giving suitable examples :
  - (i) Convenience and Shopping Goods
  - (ii) Product Line and Product Mix
- (b) Briefly explain the BCG Matrix and its implications for marketers. What are its limitations ?
  
2. (a) You are going to launch a range of biscuits low in calories and sugar content along with better nutrition value, targeted at diabetics. Suggest a brand name for this product and give reasons in support of your answer.
- (b) Taking the example of a toilet soap, explain how perceptual mapping can be used for product positioning.

3. (a) Briefly explain the various sources of new product ideas available to a marketer of ready to eat snacks. List out the methods of generating new product ideas.
- (b) Explain the various interpretations of the term 'new product' giving suitable examples.
4. Write short notes on any three of the following :
- (a) Product Management Decisions
  - (b) Factors Influencing the Pricing Decisions
  - (c) The Concept of Brand Equity
  - (d) Break-Even Analysis
  - (e) Concurrent Engineering

#### SECTION - B

5. (a) Briefly explain the concept of Product Life Cycle (PLC). Identify a product that according to you is in decline stage of its PLC. What recommendations do you have for rejuvenating the demand for this product ?
- (b) Briefly explain the functions performed by packaging. What changes / innovations would you recommend and why, in the packaging and labelling of the following products available in your region (attempt any two)
- (i) Bread
  - (ii) Packaged Milk
  - (iii) Cooking Oil
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