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MS-063

MANAGEMENT PROGRAMME

(MP)

Term-End Examination

December, 2021

MS-063 : PRODUCT MANAGEMENT

Time : 3 Hours

Maximum Marks : 100

(Weightage : 70%)

Note : (i) Attempt any **three** questions from Section A. Each questions carries 20 marks.

(ii) Section B is compulsory and carries 40 marks.

Section–A

1. (a) Give a classification of product. Illustrate your answer with examples of each product.

(b) Discuss the scope of product management and how it helps in systematic planning and nurturing the products over period of time.

2. Explain each of the four distinct stages of the product life cycle by taking an example of any consumer product you are familiar with. Give for each stage marketing implications and strategies that can be used.
3. What is brand equity ? Explain how brand equity generates value for the customers and firms. Discuss it in the context of any *two* brands of consumer durables you are aware of.
4. Write short notes on any **three** of the following :
- (a) Positioning of a brand–approaches used
- (b) Functions of packaging
- (c) Criteria for screening new product ideas

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- (d) Break-even analysis and its purpose in economic analysis
- (e) Factors affecting new product's price

Section-B

5. (a) Assume that you are assigned the tasks of launching a new product (say any consumer durable). Discuss how would you go about planning your launch mix.
- (b) How would you use benefit structure analyses to generate new product ideas for
- (i) Edible oil, (ii) Deodorants ?