

MANAGEMENT PROGRAMME
Term-End Examination
December, 2022

MS-063 : PRODUCT MANAGEMENT

Time : 3 hours

Maximum Marks : 100
(Weightage : 70%)

Note : Attempt any **three** questions from Section A.
Section B is **compulsory**. All questions carry equal marks.

SECTION A

1. (a) What is a product ? Describe different levels of a product. Explain it with an example.
(b) Give any three classifications of products and explain them with examples.

2. (a) Explain the Matrix Approach to Product Planning.
(b) Can we say that the performance of the products in the market can be traced using Matrix Approach ? Discuss.

3. (a) Compare the BCG Matrix Portfolio Evaluation Strategy with that of GE Strategic Business Planning Grid and suggest which approach is better for evaluation of Product Portfolio.
- (b) To introduce a range of natural fruit juices in the Indian market with the objective of increasing awareness, what pricing strategy can be used and why ?
4. Write notes on any *three* of the following :
- (a) Product Line Extensions
- (b) Brand Positioning
- (c) New Product Ideas
- (d) Sales Forecasting Methods (Any one)
- (e) Price-related Promotions

SECTION B

5. ABC is a well-diversified company having an annual turnover of ₹ 4,000 crores. The company produces rice bran oil, edible oil, and many other products selling pan India. They have manufacturing bases in various States. The young son who has done his MBA wanted to diversify into packaged food business. After doing Market Research, he decided to go for launch of packaged 'Idli Mix', 'Vada Mix' and other items of South India. If you have been appointed as a Marketing Manager and assigned the task of launching these new packaged food products then :

- (a) Suggest a plan for Test Marketing.
 - (b) Discuss how you would go about planning your launch.
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