

00573

**MASTER OF BUSINESS
ADMINISTRATION (RETAIL)
(MBARS)**

Term-End Examination

June, 2012

**MRS-021 : PRODUCT LIFE CYCLE
MANAGEMENT**

Time : 3 hours

Maximum Marks : 100

Note : Answer *any five* questions. All questions carry *equal* marks.

1. Explain product Life Cycle and LifeStyle product in detail. Use appropriate examples. **20**
2. Highlight the Enterprise Information Technology Structure by using corporate example. **20**
3. What are the different components of PLC management ? Explain in detail. **20**
4. Write notes on : **10+10**
 - (a) Software led simulation studies,
 - (b) Retirement stage of a product

5. "Improved product quality is the key ingredient to extend PLC stages". Support the statement with various arguments & examples. 20
 6. How can we reduce the waste and optimise material handling costs ? Illustrate. 20
 7. Explain various savings generated through the complete integration of engineering workflows. 20
 8. Discuss in detail various strategies used for handling the product at all stages of PLC. 20
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