

MASTER OF BUSINESS  
ADMINISTRATION (RETAIL SERVICES)  
(MBARS)

Term-End Examination

June, 2013

MRS-021 : PRODUCT LIFE CYCLE  
MANAGEMENT

Time : 3 hours

Maximum Marks : 100

Note : Answer any five questions.

All questions carry equal marks.

1. Explain the concept of Product Life Cycle with suitable examples. 20
2. What is customer Relationship Management ? How CRM is being managed in modern retailing ? Explain with examples. 20
3. What are the various steps in New Product Development Process ? Explain the steps with pertinent examples. 20
4. Explain the ways of managing 4 P's at different stages of PLC with examples. 20
5. How can the improved product quality be managed with lesser faults ? Write your opinion taking the example of a particular product. 20

6. Taking the example of an electronic product, explain how the re-use of earlier knowledge related to previous product can save costs in new product development. 20
7. What are the various mechanisms to optimise material handling cost in modern retail ? Elaborate with examples. 20
8. Write notes on following : 20
- (a) Integration of engineering work flows
  - (b) Supply Chain Management
  - (c) Enterprise Information Technology Structure
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