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MANAGEMENT PROGRAMME
Term-End Examination
June, 2016
MS-63 : 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) Discuss the scope of product management with the help of a suitable example.
(b) Examine the factors influencing product line decisions in respect of a consumer durable.
2. (a) As a Brand Manager of a leading multi-speciality hospital with all India operations, what brand name would you suggest ? Justify your choice.
(b) Discuss the methods of generating new product ideas for a new toothpaste.
3. (a) Describe the process of Industrial Design Development giving suitable example.
(b) Discuss the marketing plan for a new product launch.

4. Write short notes on **any three** of the following :
- (a) Product Portfolio
 - (b) Brand Equity
 - (c) Functions of Packaging
 - (d) Role of a Product Manager
 - (e) Test Marketing

SECTION - B

5. Analyse the following case study and answer the questions given at the end :

Coconut water is the clear liquid inside young coconuts (fruits of the coconut palm). Coconut water has long been a popular drink in the tropics, especially in India, Brazilian Coast, Southeast Asia, Pacific Islands, Africa, and the Caribbean, where it is available fresh, canned, or bottled.

Coconuts for drinking are carefully packaged and sold in many places. These are typically Asian coconuts whose outer green husk has been removed, and the remainder wrapped in plastic. Throughout the tropics they can be found sold by street vendors, often cut in front of customers to ensure the coconut water's freshness. Coconut water can also be found in ordinary cans, tetra packs, or plastic bottles (sometimes with coconut pulp or coconut jelly included). Bottled coconut water has a shelf life of 24 months.

In recent years, coconut water has been marketed as a natural energy due to its high potassium and mineral content. Marketers have also promoted coconut water for having low amounts of fat, carbohydrates and calories.

These days coconut water is the fastest selling natural soft drink that is catching the attention of health-conscious consumers across the globe. Estimated at ₹ 83,600 crore, this huge demand for fresh coconut water globally has come as a magic touch for India's medium and small enterprises. Sold as a sports recovery drink, coconut water has now caught the attention of youth, celebrities and health - conscious consumers.

- Demand for coconut water is also on the rise because of changing global consumption patterns for natural products, such as fruit and vegetable juices.
- The craze is also because of its medicinal properties.

With 1.93 million hectares producing 12.1 million nuts annually, India is the third largest producer of coconuts, after the Philippines (with 19.50 million nuts) and Indonesia (15.32 million), with Brazil (a dismal 2.76 million) in fourth place. The rising global demand for coconut water has seen India's exports of it rise from ₹ 378 crore in the year 2009 to ₹ 432 crore in the year 2010.

It is essential to build an awareness of the qualities of coconut water, because it contains healthy doses of natural electrolytes, vitamins and minerals. Only then it can become a healthy alternative to big energy drinks that dominate the sports drink market.

Questions :

- (a) What should be the positioning strategy for coconut water ?
 - (b) Explain how branding strategy can boost the sales of coconut water.
 - (c) What packaging strategy should be adopted to promote coconut water ?
 - (d) Examine the marketing challenges of coconut water industry.
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