

**MANAGEMENT PROGRAMME (MP)**

**Term-End Examination**

**June, 2020**

**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) What is a Product ? Taking the example of any product of your choice, explain the anatomy of the product i.e. the core benefits,

tangible specifications and augmented features.

(b) Explain the term 'Product Line'. Discuss the important factors that make companies pursue product line extensions as a significant element of their marketing strategy.

2. (a) Name a product each, that in your view is in the 'introduction' and 'maturity' stage of its PLC. What recommendations do you have for these products with regards to their marketing strategies ?

(b) Briefly explain the BCG growth-share matrix. What are its limitations ? Explain.

3. (a) Taking the example of packaged fruit juice, explain the alternative bases available to marketers for its positioning.
- (b) Discuss the strategic relevance of branding to marketers, giving suitable examples.
4. Write short notes on any *three* of the following :
- (a) Types of pricing
- (b) Brand equity measurements
- (c) Sources of new product ideas
- (d) Sales forecasting methods
- (e) Concept testing

### Section--B

5. Taking any consumer product of your choice, formulate its packaging strategy. Your strategy should cover the following aspects :

- (a) Functions to be performed by the packaging.
- (b) How the packaging can be used for product differentiation ?
- (c) Legal and social aspects of packaging.