

MANAGEMENT PROGRAMME
Term-End Examination
June, 2021

MS-063 : PRODUCT MANAGEMENT

Time : 3 hours

Maximum Marks : 100
(Weightage : 70%)

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

SECTION A

1. (a) With the help of examples, explain the characteristics of convenience, shopping and speciality products.
(b) What is Product Line Extension ? Discuss the problems and risks associated with it.

2. Explain the concept of Product Life Cycle (PLC). Does the PLC take classical bell curve shape for all the products ? Discuss giving suitable examples. How can the PLC be used as a guideline for formulating marketing strategy ?

3. (a) What do you understand by the term 'Product Prototyping' ? What are its uses ? Explain giving suitable examples.
- (b) Explain the Skimming pricing and Penetration pricing strategies for a new product.
4. Write short notes on any *three* of the following :
- (a) Product Mix and Product Line Decisions
- (b) Types of Display Matrices
- (c) Brand Equity Measurements
- (d) Organising New Product Development at the Divisional Level
- (e) Test Marketing

SECTION B

5. (a) What are the various sources of new product ideas ? Explain how attribute analysis can be used for generating new product ideas for a toothpaste.
- (b) Taking the example of cooking oil, discuss the various functions that its packaging can perform.
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