

No. of Printed Pages : 3

**MS-063**

**MANAGEMENT PROGRAMME (MP)**

**Term-End Examination**

**June, 2022**

**MS-063 : PRODUCT MANAGEMENT**

*Time : 3 Hours*

*Maximum Marks : 100*

*Weightage : 70%*

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**Note :** (i) Answer 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, relevance and significance of product management.
- (b) How the role of a product manager will differ in case of a single product company vis-a-vis multiproduct company ? Explain with example.

**P. T. O.**

2. How does the GE Planning Grid differ from the BCG matrix in case of product portfolio evaluation ? Explain giving suitable examples.
3. Explain the concept of positioning. How concept of positioning is used by market leaders vis-a-vis market followers as a part of their marketing strategies ?
4. Write short notes on any *three* of the following :
  - (a) Dimensions of Brand Image
  - (b) Process of industrial Design Development
  - (c) Test marketing—its advantages and disadvantages
  - (d) Brainstorming as a technique for generating new product ideas
  - (e) Bases used for product line extension

### **Section—B**

5. (a) As a brand manager of a leading holiday resort firm with all India operators, what brand name you would suggest for a family holiday package conceived and targetted for young couples ? Justify your answer.

**[ 3 ]**

- (b) A company into FMCG products has introduced a new range of 'Atta' (wheat flour) with additives meant for sugar patients. Suggest how price can be fixed for the atta range by the company. What pricing method can be followed looking at the competition in the market ?