

**MANAGEMENT PROGRAMME**

**Term-End Examination**

**June, 2010**

**MS-63 : PRODUCT MANAGEMENT**

00673  
21900

*Time : 3 hours*

*Maximum Marks : 100*

*(Weightage 70%)*

---

**Note :**

- (i) *Attempt any **three** questions from **Section - A**.*
  - (ii) ***Section - B** is **compulsory**.*
  - (iii) *All questions carry **equal** marks.*
- 

**SECTION - A**

1. (a) Explain the terms 'convenience products' and 'speciality products' giving suitable examples. Briefly compare a producer's marketing - mix for a convenience product with those for a speciality product.
  
- (b) Explain the BCG Matrix and discuss its strategic implications.

2. (a) Briefly explain the product Life Cycle Concept. How might a company's advertising and sales promotion strategies differ, depending on whether its brand of a product is in the introductory stage or in the maturity stage of its life cycle ?
- (b) Discuss the functions performed by branding for the consumers. What brand name would you suggest for a range of high fibre, low sugar biscuits targetted at diabetics as well as calorie conscious consumers ? Justify your choice.
3. (a) What are the objectives of test marketing ? Do you think test marketing has any disadvantages ? Discuss giving suitable examples.
- (b) Explain the various interpretations of the term 'new product' giving some examples in each category.
4. Write short notes on *any three* of the following :
- (a) Bases for product - line extension
- (b) Brand equity measurements
- (c) Functions of packaging
- (d) Product prototyping
- (e) Pricing the new product

## SECTION - B

5. Study the case given below and answer the questions given at the end :

### Launching a new toothpaste

XYZ Ltd. is one of the successful manufacturers of packaging materials for both industrial and consumer products. The company has shown substantial growth over the years. Much of the company's growth is attributed to the high quality of its products. Keeping in view the growing market for consumer goods, the top management of the company decided to diversity into new consumer product areas. In the first instance, the company is thinking of entering into the toothpaste market.

The company conducted an extensive survey for deciding appropriate marketing and positioning strategy for the company's new brand of toothpaste. The survey revealed the following :

- Toothpaste is a highly competitive market and is dominated by MNCs.
- 85 to 90% of Indians are prone to dental diseases.
- Over 60% of consumers surveyed were willing to try out a new brand of toothpaste if it offers added value.

- The number of people who brushed their teeth at night was below 10%.
- The buying decision about various brands was very much influenced by the women in the households.
- An average of 200 gms is consumed in a month in a household.
- The market for toothpastes is growing at the rate of 15 - 20% per year.

**Questions :**

- (a) Suggest some ways to the company for generating new product ideas for entering the toothpaste market.
  - (b) Suggest alternative positioning bases which the company can use.
  - (c) Design an appropriate marketing strategy for launching the new product.
-