

MANAGEMENT PROGRAMME

Term-End Examination

December, 2014

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) Explain the terms 'Product Line', and 'Product Mix' giving suitable examples. How Product Line Extensions are different from Brand Extensions ? Give examples.
- (b) Taking a case of LCD Televisions discuss the distribution and promotion strategies that you would suggest for the different stages of its Product Life Cycle (PLC).
2. (a) Discuss the various functions performed by packaging in marketing of consumer goods, giving suitable examples.
- (b) What are the various techniques used to generate new product ideas ? Explain any one technique which you may use to generate new product ideas relating to Household Cleansing Agent.

3. (a) Briefly explain any two types of display matrices used for product Portfolio Analysis. Discuss the utility of display matrices for a product manager.
(b) Taking the example of Ice-Cream explain how perceptual mapping can be used for product positioning ?
4. Write short notes on **any three** of the following :
 - (a) Product Prototypes
 - (b) Product Management Decisions
 - (c) New Product Development at Corporate Level
 - (d) Types of New Products
 - (e) Penetration and Skimming Pricing Strategies

SECTION - B

5. Read the case given below and answer the questions given at the end of the case.

Homemade Icecream Ltd :

Homemade Icecream Ltd. manufacturer of ice-cream and frozen yoghurt was founded in 1998. It soon became popular with its innovative flavours, made from fresh milk and cream. The company currently distributes ice-cream, frozen yoghurt and novelty products nationwide, in super-markets, grocery stores, franchised Homemade scoof shops, restaurants and other venues. Homemade's product strategy is to differentiate its super premium brand from other ice - cream brands. The brand image reflects high quality, uniqueness, and a bit of amusements. For example, 'Chubby Hubby' has chunks of chocolate

- covered peanut butter - filled crisp biscuits in a rich vanilla malt ice - cream. Other names in the company's line of Ice - Cream include Totally Nuts, Chunky Monkey, Super Fudge Chunk etc. The new product development and flavour naming process are a top priority at Homemade.

Questions :

- (a) Does Homemade use an individual or a family branding strategy ? What are the relative advantages and disadvantages of the two strategies ?
 - (b) What are the characteristics of a good brand name ? How do you rate Homemade flavour names based on these criteria ?
 - (c) Homemade plans to introduce a sugar free, low fat Ice - Cream targetted at Calorie - concious customers. How should it go about test marketing the same ? Suggest a suitable brand name for the new product.
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