

01425

MANAGEMENT PROGRAMME

Term-End Examination

December, 2015

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 Mix ? Taking example of any FMCG Company, illustrate what is Product line, Product width and Product line depth making a Product Mix.
- (b) Discuss the major areas of product management decisions giving suitable examples.
2. (a) What different marketing strategies would you recommend for different stages of Product Life Cycle (PLC) ? Illustrate your answer taking the example of any fast moving consumer good of your choice.
- (b) Briefly explain the BCG Growth-Share Matrix and highlight its limitations.

3. (a) With the help of suitable example explain how attribute analysis can be used for generating new product ideas.
 - (b) Discuss the advantages and disadvantages of organising for new product development at the corporate level.
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4. Write short notes on **any three** of the following :
 - (a) Break-even analysis
 - (b) Types of new products
 - (c) Test marketing
 - (d) Labelling
 - (e) Disadvantages of line extension

SECTION - B

5. Taking a fast moving consumer good and a consumer durable of your choice explain :
 - (a) The different bases of positioning that can be used.
 - (b) Relevance of packaging in marketing of the selected products.
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