

MANAGEMENT PROGRAMME

Term-End Examination

December, 2012

MS-63 : PRODUCT MANAGEMENT

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) **Discuss the various pricing methods** available to marketers to price the products giving suitable examples.
(b) **What Pricing strategy would you** recommend to introduce a range of fruit juices in the market for a firm having twin objectives of creating mass awareness and sales ? Discuss.

2. (a) **What are the dimensions of Brand Image ?** What are the inputs, outcome and Assessment Criterion of Brand Building exercise ? Explain.

- (b) What are the various tools available for positioning decision-making ? Taking the example of any FMCG product of your choice, explain how perceptual map can be used for positioning the product.
3. (a) As a part of Economic Analysis of New Product ideas/concept what methods are used to forecast sales. Discuss.
- (b) What is the purpose of doing Break-even Analysis in economic analysis and how it is calculated ? Discuss in brief.
4. Write short notes on any three of the following :
- (a) Various Product Management Decisions.
- (b) Marketing implications and strategies of PLC stages.
- (c) Importance of Packaging in Marketing.
- (d) Organisation structures suggested for New Product Development
- (e) **Industrial Designing in Product Development.**

SECTION-B

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

Position Application

A new product development team at Colgate-Palmolive is developing a new fairness cream for men. The team conducted the market research and found that Indian prefer flavoured cream with a lighter menthol in it to give a soothing effect. The Colgate-Palmolive team, as a result, began developing a product for this niche.

The new product has to compete with the established players in the market. As a positioning manager responsible for the success of this product, decide upon the positioning strategies and answer the following questions :

- (a) Suggest an appropriate positioning strategy for the fairness cream to be introduced.
 - (b) What appropriate Brand Name would you suggest and why ?
 - (c) How do you feel that the three concepts of: Positioning, product differentiation and Market Segmentation have to be related to each other ? Explain.
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