

MANAGEMENT PROGRAMME

Term-End Examination

June, 2012

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 ? What are the Product Mix decisions to be taken by a Product Manager to increase market share and compete effectively.
- (b) Taking the case of any FMCG company or an automobile co. of your choice, discuss the following :
- (i) What have been added to the Product Mix ?
- (ii) What Products/brands have been dropped ? Also discuss whether the company has related or unrelated Product Mix to offer.

2. (a) Discuss the Matrix Approach to Product Planning. What are its different phases ? Take an example of two products A and B and discuss the process of assignment to Categories and how the Product Evaluation matrix would look like over say three years time period.
- (b) What Marketing Strategy can be suggested based on the Product Evaluation Matrix drawn above.
3. (a) Briefly explain the concept of Product Life Cycle. How can it be used as a tool to plan market share strategies.
- (b) How does the GE Planning Grid differ from the BCG Matrix in product portfolio evaluation. Illustrate with diagram.
4. Write short notes on *any three* of the following :
 - (a) Branding Policy Decisions.
 - (b) How Brand Equity Generates Values.
 - (c) Packaging and Labelling Strategies.
 - (d) Criteria used for Screening New Product Ideas.

SECTION - B

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

Launching New Soup :

A food company wants to develop a new soup to enter the healthy soup market. The new soup will consist of vegetables, proteins and fiber and will be positioned as a complete meal “. The company has to compete against established soup players in the market. For this the company plans to conduct blind fold taste tests, asking the consumer to compare the new product with a variety of soups alternative currently available in the market.

You are the head of the new product committee and the president of the company wants that the launch be successful. You have been asked to think about the Brand Name , its positioning in the market, and other things about its successful launch.

Questions :

- (a) You have been assignid the task of launching new soup in the market. Discuss your elements of launch mix.
- (b) Suggest how would you position your product in the market and suggest an appropriate brand name for the new soup you plan to launch in the market. Justify your choice