

02831

MANAGEMENT PROGRAMME

Term-End Examination

June, 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) Briefly explain the concept of Product Life Cycle (PLC). Do all the products follow the Bell Shaped Curve of PLC ? Discuss giving suitable examples.
- (b) What is your view on the PLC stage in respect of the following products in your country ? Based on your opinion, suggest suitable marketing mix strategies for them.
 - (i) Smart Phones
 - (ii) LCD Televisions
2. (a) What is a product ? Taking the example of a consumer durable - of your choice explain the concept of total product w.r.t the core benefits, tangible specifications and Augmented features.
- (b) Discuss the stages involved in new product development process giving suitable examples.

3. (a) Discuss the different pricing strategies available to a Product Manager for product pricing. Give examples.
(b) Taking the example of a packaged fruit Juice explain the alternative bases available to the marketer for its positioning.
4. Write short notes on **any three** of the following :
 - (a) Sales forecasting methods.
 - (b) Test marketing.
 - (c) Functions performed by packaging
 - (d) Two techniques of product Portfolio evaluation.
 - (e) Models of Brand Equity Measurement.

SECTION - B

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

KOHINOOR DIAMOND : BRANDING OF DIAMONDS :

In increasing competition how can a gem company convince customers that its diamonds are a cut above the rest ? The answer is in Branding. People are often very particular about the brands of shampoo or soap they buy but when they shop for diamond, they probably don't have a specific brand in mind. Although an individual may have done some homework regarding the "four Cs" of diamond value (Carat, Weight, Colour, Clarity and Cut), she is unlikely to walk into a Jewellery store and ask for a diamond by name - unless she wants a 'KOHINOOR DIAMOND'. Jaipur - based diamonds wholesaler 'KOHINOOR' has put major marketing power behind its 'KOHINOOR' brand name diamond

Complete with a logo and marketing plan, 'KOHINOOR' diamond is cut and designed to give the extra sparkle that inspired the brand's slogan : "The difference is perfection. It's a difference you can see". The owner of 'KOHINOOR' started the diamond wholesaling business in 2000 but it wasn't until 10 years later that he decided to boost his profit margin by creating a branded diamond backed by a full-fledged marketing campaign

Questions :

- (a) Why would a customer have an interest in a branded diamond ?
 - (b) Whether the brand name and its positioning is appropriate ?
 - (c) Suggest a marketing programme to build brand equity for KOHINOOR DIAMONDS.
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