

MS-63

**Management Programme (MP)/
Post Graduate Diploma in Marketing Management (PGDMM)**

**ASSIGNMENT
for
January 2026 and July 2026 Sessions**

**(Last date of submission for January 2026 session is 30th April, 2026
and for July 2026 sessions is 31st October, 2026)**

MS-63: Product Management



**School of Management Studies
INDIRA GANDHI NATIONAL OPEN UNIVERSITY
MAIDAN GARHI, NEW DELHI – 110 068**

ASSIGNMENT

Course Code	:	MS - 63
Course Title	:	Product Management
Assignment Code	:	MS-63/TMA/JAN/2026
Coverage	:	All Blocks

Note: Attempt all the questions and submit this assignment to the coordinator of your study centre. Last date of submission for January 2026 session is 30th April, 2026 and for July 2026 session is 31st October, 2026.

1. Discuss the scope, relevance and, significance of product management function in the current market scenario?
2. Briefly describe each of the four distinct stages of the product life cycle by taking an example each from consumer and industrial products you are familiar with?
3. Discuss the term 'Positioning' of a product in the Indian context? What are the various tools available for positioning decision making? Explain in detail?
4. What factors determine the decision to offer new products by the marketer? What are the steps involved in new product launch? Discuss with the help of a suitable example?
5. Discuss the models of pretest marketing available to the Indian marketer? What is the rationale for test marketing? Discuss situations where you think test marketing is not desirable?