

MANAGEMENT PROGRAMME (MP)

Term-End Examination

December, 2024

MS-63 : PRODUCT MANAGEMENT

Time : 3 Hours

Maximum Marks : 100

Weightage : 70%

Note : (i) Answer any **three** questions from
Section A. Section B is compulsory.

(ii) All questions carry equal marks.

Section—A

1. (a) What is a Product ? Give classification of consumer products with examples.
(b) Explain the difference between line stretching and line fillings with examples.

2. Discuss the stages involved in product life cycle and the marketing strategies used at different stages with examples.
3. (a) How does GE planning differ from BCG matrix in portfolio evaluation ?

(b) How to use perceptual maps for positioning of a brand ?
4. Write short notes on any *three* of the following :
 - (a) Brand equity
 - (b) Functions of packaging
 - (c) Methods of generating new product ideas
 - (d) Test marketing
 - (e) Factors affecting the new product's price

Section—B

5. (a) Assuming that you are assigned the task of launching a new product (any FMCG). Discuss how would you go about planning your Launch Mix.

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(b) For the products given below, identify the primary package; secondary package and transportation package :

(i) Liquid hair dye

(ii) Wheat floor

(iii) Television for exports

(iv) Dairy whitener

Discuss how packaging can be used for product differentiation.

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