

MANAGEMENT PROGRAMME (MP)

Term-End Examination

June, 2025

MS-63 : PRODUCT MANAGEMENT

Time : 3 Hours

Maximum Marks : 100

Weightage : 70%

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

(ii) Section B is compulsory.

(iii) All questions carry equal marks.

Section—A

1. (a) Discuss the various stages of product life cycle as a tool for market development.
- (b) “Product line decisions can be viewed as a strategic tool to increase market share and keep competition at Bay.” Discuss with examples.

2. What is Product Line Extension ? Discuss the bases for product line extension.
3. What are the different steps involved in New Product Development ? Discuss in brief with a focus on criteria for screening new product ideas.
4. Write notes on any *three* of the following :
 - (a) Estimating first time sales
 - (b) Branding policy decisions
 - (c) Positioning strategies
 - (d) GE's strategic business planning grid
 - (e) Pricing strategies

Section—B

5. If you are a car manufacturer aiming at the Indian market, what are the conditions that will influence your product line decision ? Enlist all the factors and decide about the length of your product line.
6. Consider a very mature market, say that of refined vegetable oil as a cooking medium. You are aware of the competition and the

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competitors and their approximate market position for this product. On the basis of the PLC/market share position—if a competitor has a small market share in this market, what would be the marketing strategy in terms of investing in more market share or disinvesting ? Give reasons in support.

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