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MS-063

MANAGEMENT PROGRAMME (MP)

Term-End Examination

June, 2026

MS-063 : PRODUCT MANAGEMENT

Time : 3 Hours

Maximum Marks : 100

(Weightage : 70%)

Note : *Attempt any **three** questions from Section A. Section B is compulsory. All questions carry equal marks.*

Section—A

1. (a) Explain the major responsibilities of product management function ? Discuss by taking examples from the Indian market.

- (b) Explain the promotion and distribution strategies that will need to be adopted at the growth and decline stages of the PLC, by taking suitable examples.
- 2. (a) Explain Shell's Directional Policy. Is it different from GE Planning Grid ? Discuss.
- (b) What is discriminatory pricing and its types ? Under what condition is this practice applied ?
- 3. (a) How is family branding different from independent branding ? Give examples of each, outlining the specific advantages of each approach.
- (b) Discuss the functions of packaging and explain how packaging can be used as a tool for product differentiation, by taking examples from the current market scenario.
- 4. Write short notes on any *three* of the following :
 - (a) Brand Image
 - (b) Method of generating new product ideas

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- (c) *Two* bases for positioning a new detergent product
- (d) Levels of Products
- (e) Reporting strategies

Section—B

5. Assume that you are product manager in a footwear company incharge of their footwear range of products :
- (a) Suggest a suitable brand name for different categories of footwear that may be offered by the company.
 - (b) How to design positioning strategies for any *two* brands of footwear to be offered by the company ?
 - (c) What role will packaging play in product differentiation.

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