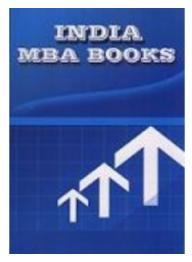# MS-63 : PRODUCT MANAGEMENT

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Description

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MANAGEMENT PROGRAMME
,••••• Term-End Examination
December, 2021
MS-63 : PRODUCT MANAGEMENT
Time : 3 hours Maximum Marks : 100

(Weightage : 70%)
Note : (i) Attempt any three questions from section A.
*(ii) Section **B** is compulsory.*
(iii) All questions carry equal marks. SECTION - A

1. (a) Explain the terms 'Product Line', and 'Product Mix' giving suitable examples. How Product Line Extensions are different from Brand Extensions ? Give examples.

(b) Taking a case of LCD Televisions discuss the distribution and promotion strategies that you would suggest for the different stages of its Product Life Cycle (PLC).

2. (a) Discuss the various functions performed by packaging in marketing of consumer goods, giving suitable examples.

(b) What are the various techniques used to generate new product ideas ? Explain any one technique which you may use to generate new product ideas relating to Household Cleansing Agent.

3. (a) Briefly explain any two types of display matrices used for product Portfolio Analysis. Discuss the utility of display matrices for a product manager.

(b) Taking the example of Ice-Cream explain how perceptual mapping can be used for product positioning ?

4. Write short notes on **any three** of the following : (a) Product Prototypes (b) Product Management Decisions (c) New Product Development at Corporate Level (d) Types of New Products (e) Penetration and Skimming Pricing Strategies

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