

No. of Printed Pages : 4

MS-63

MANAGEMENT PROGRAMME

Term-End Examination

December, 2011

MS-63 : PRODUCT MANAGEMENT

Time : 3 hours

Maximum Marks : 100

(Weigh tage 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 term 'product line', giving suitable examples. Discuss the factors that make companies pursue product line extensions.

(b) Taking a fast moving consumer good of your choice, discuss the distribution and promotion strategies that you would suggest for the different stages of its product life cycle.

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

(b) How would you use the technique of Benefit-Structure Analysis to generate new product ideas ? Explain taking the example of a household cleansing agent.

3. (a) Taking the example of a washing powder or a toilet soap explain how perceptual mapping can be used for product positioning ?

(b) Briefly explain any two types of display matrices used for product portfolio analysis. Discuss the utility of display matrices for a product manager.

4. Write short notes on *any three* of the following :

(a) Product Management Decisions

(b) Product Prototypes

(c) New product development at corporate level

(d) Penetration and Skimming pricing strategies

(e) Types of new products

SECTION - B

5. Read the case given below and answer the questions given at the end of the case.

Homemade Icecream Ltd

Homemade Icecream Ltd, manufacturer of ice-cream and frozen yoghurt was founded in 1995. It soon became popular with its innovative flavours, made from fresh milk and cream. The company currently distributes ice-cream, frozen yoghurt and novelty products nationwide, in super-markets, grocery stores, franchised Homemade scoop shops, restaurants and other venues. Homemade's product strategy is to differentiate its super premium brand from other ice-cream brands. The brand image reflects high quality, uniqueness, and a bit of amusement. For example, ' Chubby Hubby ' has Chunks of chocolate-covered peanut-butter-filled crisp biscuits in a rich Vanilla malt ice-cream. Other names in the company's line of ice-cream include Totally Nuts, Chunky Monkey, Super Fudge Chunk. The new product development and flavour naming process are a top priority at Homemade.

Questions :

- (a) Does Homemade use an individual or a family branding strategy ? What are the relative advantages and disadvantages of the two strategies ?
- (b) What are the characteristics of a good brand name ? How do you rate Homemade flavour names based on these criteria ?
- (c) Homemade plans to introduce a sugar free, low fat ice-cream targetted at calorie-conscious customers. How should it go about test marketing the same ? Suggest a suitable brand name for the new product.



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June, 2012

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

(ii) *Section - B* is compulsory.

(iii) All questions carry *equal* marks.

SECTION - A

1. (a) What is a Product ? What are the Product Mix decisions to be taken by a Product Manager to increase market share and compete effectively.
- (b) Taking the case of any FMCG company or an automobile co. of your choice, discuss the following :
- (i) What have been added to the Product Mix ?
 - (ii) What Products/brands have been dropped ? Also discuss whether the company has related or unrelated Product Mix to offer.

2. (a) Discuss the Matrix Approach to Product Planning. What are its different phases ? Take an example of two products A and B and discuss the process of assignment to Categories and how the Product Evaluation matrix would look like over say three years time period.
- (b) What Marketing Strategy can be suggested based on the Product Evaluation Matrix drawn above.
3. (a) Briefly explain the concept of Product Life Cycle. How can it be used as a tool to plan market share strategies.
- (b) How does the GE Planning Grid differ from the BCG Matrix in product portfolio evaluation. Illustrate with diagram.
4. Write short notes on *any three* of the following :
 - (a) Branding Policy Decisions.
 - (b) How Brand Equity Generates Values.
 - (c) Packaging and Labelling Strategies.
 - (d) Criteria used for Screening New Product Ideas.

SECTION - B

5. Read the case given below and answer the questions given at the end of the case.

Launching New Soup :

A food company wants to develop a new soup to enter the healthy soup market. The new soup will consist of vegetables, proteins and fiber and will be positioned as a complete meal ". The company has to compete against established soup players in the market. For this the company plans to conduct blind fold taste tests, asking the consumer to compare the new product with a variety of soups alternative currently available in the market.

You are the head of the new product committee and the president of the company wants that the launch be successful. You have been asked to think about the Brand Name , its positioning in the market, and other things about its successful launch.

Questions :

- (a) You have been assigned the task of launching new soup in the market. Discuss your elements of launch mix.
- (b) Suggest how would you position your product in the market and suggest an appropriate brand name for the new soup you plan to launch in the market. Justify your choice

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SECTION-A

1. (a) Discuss the various pricing methods available to marketers to price the products giving suitable examples.

(b) What Pricing strategy would you recommend to introduce a range of fruit juices in the market for a firm having twin objectives of creating mass awareness and sales ? Discuss.

2. (a) What are the dimensions of Brand Image ? What are the inputs, outcome and Assessment Criterion of Brand Building exercise ? Explain.

- (b) What are the various tools available for positioning decision-making ? Taking the example of any FMCG product of your choice, explain how perceptual map can be used for positioning the product.
3. (a) As a part of Economic Analysis of New Product ideas/concept what methods are used to forecast sales. Discuss.
- (b) What is the purpose of doing Break-even Analysis in economic analysis and how it is calculated ? Discuss in brief.
4. Write short notes on any three of the following :
- (a) Various Product Management Decisions.
- (b) Marketing implications and strategies of PLC stages.
- (c) Importance of Packaging in Marketing.
- (d) Organisation structures suggested for New Product Development
- (e) **Industrial Designing in Product Development.**

SECTION-B

5. Read the case study and answer the questions given at the end of the case.

Position Application

A new product development team at Colgate-Palmolive is developing a new fairness cream for men. The team conducted the market research and found that Indian prefer flavoured cream with a lighter menthol in it to give a soothing effect. The Colgate-Palmolive team, as a result, began developing a product for this niche.

The new product has to compete with the established players in the market. As a positioning manager responsible for the success of this product, decide upon the positioning strategies and answer the following questions :

- (a) Suggest an appropriate positioning strategy for the fairness cream to be introduced.
 - (b) What appropriate Brand Name would you suggest and why ?
 - (c) How do you feel that the three concepts of: Positioning, product differentiation and Market Segmentation have to be related to each other ? Explain.
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(ii) Section - B is compulsory.
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SECTION-A

1. Distinguish between the following giving suitable examples :
 - (a) Convenience and shopping products
 - (b) Product Line and Product Mix
 - (c) Tangible specifications and Augmented features of a product
 - (d) Skimming Pricing and Penetration Pricing
2. (a) How would marketing strategies vary across different stages of Product Life Cycle ? Explain giving suitable examples.
(b) "Though so many managers have been swept into product-line extension mania,

many of them are also discovering that the problems and risks associated with extension proliferation are formidable". Discuss the statement.

3. (a) What is the rationale for test marketing ? Discuss the situations where you think test marketing is not desirable.
- (b) Discuss the relative advantages and disadvantages of setting responsibility of developing new products at the corporate level.
4. Write short notes on *any three* of the following :
 - (a) BCG Matrix
 - (b) Concurrent Engineering
 - (c) Concept Testing
 - (d) Brand Equity Measurements
 - (e) Market Potential and Market Demand

SECTION-B

5. A company manufacturing biscuits now plans to launch a new range of biscuits targetted at health and calorie conscious customers as well as diabetics. The company intends to produce these biscuits with multigrains and lower sugar as well as calorie content. It is planned to offer the biscuits in different flavours like apple, orange, vanilla etc. to cater to the different tastes of the customers. The company now has to decide upon the different aspects of the new launch like the ingredients, flavours, branding, packaging and labelling of the product.

Questions :

- (a) Suggest some methods for generating ideas regarding the product attributes of the proposed range of biscuits.
 - (b) Identify the characteristics of a good brand name and suggest a suitable brand name for the new offerings.
 - (c) Suggest an appropriate positioning strategy.
 - (d) Discuss the significance of packaging and labelling decisions in the marketing of these new products.
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- (i) Attempt **any three** questions from section A.
 - (ii) Section B is **compulsory**.
 - (iii) All questions carry **equal** marks.

SECTION - A

1. (a) Taking the example of a Mobile Phone (Cellular Phone) explain the core benefits , the tangible specifications and augmented features of a product.
(b) Taking a product of your choice , discuss the major areas of product management decisions.
2. (a) Briefly explain the concept of Product Life Cycle (PLC). Do all products go through the classical bell shaped PLC ? Discuss.
(b) Distinguish between 'Cost Plus Pricing' and 'Perceived Value Pricing' giving suitable examples.
3. (a) Discuss the importance of 'Industrial Designing ' in the product development process. Briefly explain the process of industrial design development.

- (b) Explain the various interpretation of the term 'new product'. Discuss the significance of promotion for a new product.
4. Write short note on *any three* of the following :
- (a) Bases for Product Line Extensions
 - (b) Sales Forecasting Methodologies
 - (c) Brainstorming
 - (d) Perceptual Mapping
 - (e) Types of Display Matrices

SECTION - B

5. A company manufacturing stationery products for school children now plans to enter into 'educational toys' market. The company is currently a market leader and follows a 'family branding' strategy. You have been hired by the company as a consultant to guide them on the proposed entry.

Questions :

- (a) Explain to the company how the concepts of positioning, product differentiation and market segmentation would be relevant in marketing of the proposed products.
 - (b) Explain the functions of that packaging can perform in marketing of educational toys.
 - (c) Advise the company on the branding strategy for the new product category.
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 - (ii) Section B is **compulsory**.
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SECTION - A

1. (a) Briefly explain the concept of Product Life Cycle (PLC). Do all the products follow the Bell Shaped Curve of PLC ? Discuss giving suitable examples.
(b) What is your view on the PLC stage in respect of the following products in your country ? Based on your opinion, suggest suitable marketing mix strategies for them.
 - (i) Smart Phones
 - (ii) LCD Televisions
2. (a) What is a product ? Taking the example of a consumer durable - of your choice explain the concept of total product w.r.t the core benefits, tangible specifications and Augmented features.
(b) Discuss the stages involved in new product development process giving suitable examples.

3.
 - (a) Discuss the different pricing strategies available to a Product Manager for product pricing. Give examples.
 - (b) Taking the example of a packaged fruit Juice explain the alternative bases available to the marketer for its positioning.
4. Write short notes on **any three** of the following :
 - (a) Sales forecasting methods.
 - (b) Test marketing.
 - (c) Functions performed by packaging
 - (d) Two techniques of product Portfolio evaluation.
 - (e) Models of Brand Equity Measurement.

SECTION - B

5. Read the case below and answer the questions given at the end of the case :

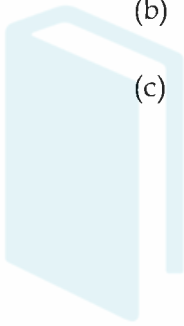
KOHINOOR DIAMOND : BRANDING OF DIAMONDS :

In increasing competition how can a gem company convince customers that its diamonds are a cut above the rest ? The answer is in Branding. People are often very particular about the brands of shampoo or soap they buy but when they shop for diamond, they probably don't have a specific brand in mind. Although an individual may have done some homework regarding the "four Cs" of diamond value (Carat, Weight, Colour, Clarity and Cut), she is unlikely to walk into a Jewellery store and ask for a diamond by name - unless she wants a 'KOHINOOR DIAMOND'. Jaipur - based diamonds wholesaler 'KOHINOOR' has put major marketing power behind its 'KOHINOOR' brand name diamond

Complete with a logo and marketing plan, 'KOHINOOR' diamond is cut and designed to give the extra sparkle that inspired the brand's slogan : "The difference is perfection. It's a difference you can see". The owner of 'KOHINOOR' started the diamond wholesaling business in 2000 but it wasn't until 10 years later that he decided to boost his profit margin by creating a branded diamond backed by a full-fledged marketing campaign

Questions :

- (a) Why would a customer have an interest in a branded diamond ?
- (b) Whether the brand name and its positioning is appropriate ?
- (c) Suggest a marketing programme to build brand equity for KOHINOOR DIAMONDS.



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- (i) Attempt **any three** questions from section A.
 - (ii) Section B is **compulsory**.
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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

SECTION - B

5. Read the case given below and answer the questions given at the end of the case.

Homemade Icecream Ltd :

Homemade Icecream Ltd. manufacturer of ice-cream and frozen yoghurt was founded in 1998. It soon became popular with its innovative flavours, made from fresh milk and cream. The company currently distributes ice-cream, frozen yoghurt and novelty products nationwide, in super-markets, grocery stores, franchised Homemade scoof shops, restaurants and other venues. Homemade's product strategy is to differentiate its super premium brand from other ice - cream brands. The brand image reflects high quality, uniqueness, and a bit of amusements. For example, 'Chubby Hubby' has chunks of chocolate

- covered peanut butter - filled crisp biscuits in a rich vanilla malt ice - cream. Other names in the company's line of Ice - Cream include Totally Nuts, Chunky Monkey, Super Fudge Chunk etc. The new product development and flavour naming process are a top priority at Homemade.

Questions :

- (a) Does Homemade use an individual or a family branding strategy ? What are the relative advantages and disadvantages of the two strategies ?
 - (b) What are the characteristics of a good brand name ? How do you rate Homemade flavour names based on these criteria ?
 - (c) Homemade plans to introduce a sugar free, low fat Ice - Cream targetted at Calorie - concious customers. How should it go about test marketing the same ? Suggest a suitable brand name for the new product.
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- (i) Attempt *any three* questions from *Section-A*.
 - (ii) *Section-B* is *compulsory*.
 - (iii) *All* questions carry *equal* marks.

SECTION - A

1. (a) What is Product Line Stretching ? How it can be done ? Explain with the help of examples.
(b) Discuss the strategic relevance of branding.
2. (a) How Concept Testing, Product Testing, Test Marketing differ in case of new product development ? Give examples to illustrate your answer.
(b) Briefly explain the different stages of Product Life Cycle (PLC). Suggest suitable marketing strategies during the decline stage of the PLC.
3. (a) What pricing strategy would you suggest for the launch of following new products.
 - (i) Milk
 - (ii) Branded Consumer White Goods.Give Justification for each.
(b) Explain the various parameters which can be used for measuring brand equity.

4. Write notes on **any three** of the following :
- (a) Alternative bases for positioning.
 - (b) Product classification.
 - (c) Role of Packaging in Product marketing.
 - (d) Brand name selection process.
 - (e) Sales forecasting methods.

SECTION - B

5. **Read the case below and answer the questions given at the end of the case :**

NIKHAR DETERGENT : POSITIONING AND BRANDING OF DETERGENT :

Mr. Naresh Kumar started a detergent making unit in a small place close to Delhi. He was having experience in the production of the detergent and was not experienced in its marketing. He wanted to market this product to rural areas of Haryana and other villages close to Delhi. In increasing age of competition, the people can distinguish the products based on its brand name and qualities. In rural areas, people want branded detergents, as detergents have started replacing soaps for washing clothes-because of convenience and economy. You have been appointed as a Product Manager by Mr. Naresh Kumar to create a product marketing plan to market the detergent in rural areas of Haryana and Delhi.

Questions :

- (a) Suggest suitable ways to Brand the detergent and ways to Position the same in rural areas.
 - (b) Suggest a suitable marketing program to build the sale of this detergent in the rural areas as identified.
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MS-63

01425

MANAGEMENT PROGRAMME

Term-End Examination

December, 2015

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

SECTION - A

1. (a) What is a Product Mix ? Taking example of any FMCG Company, illustrate what is Product line, Product width and Product line depth making a Product Mix.
(b) Discuss the major areas of product management decisions giving suitable examples.
2. (a) What different marketing strategies would you recommend for different stages of Product Life Cycle (PLC) ? Illustrate your answer taking the example of any fast moving consumer good of your choice.
(b) Briefly explain the BCG Growth-Share Matrix and highlight its limitations.

3. (a) With the help of suitable example explain how attribute analysis can be used for generating new product ideas.
- (b) Discuss the advantages and disadvantages of organising for new product development at the corporate level.
4. Write short notes on **any three** of the following :
- (a) Break-even analysis
- (b) Types of new products
- (c) Test marketing
- (d) Labelling
- (e) Disadvantages of line extension

SECTION - B

5. Taking a fast moving consumer good and a consumer durable of your choice explain :
- (a) The different bases of positioning that can be used.
- (b) Relevance of packaging in marketing of the selected products.

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MS-63

01954

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Term-End Examination
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- Note :**
- (i) *Attempt any three questions from Section-A.*
 - (ii) *Section-B is compulsory.*
 - (iii) *All questions carry equal marks.*
-

SECTION - A

1. (a) Discuss the scope of product management with the help of a suitable example.
(b) Examine the factors influencing product line decisions in respect of a consumer durable.
2. (a) As a Brand Manager of a leading multi-speciality hospital with all India operations, what brand name would you suggest ? Justify your choice.
(b) Discuss the methods of generating new product ideas for a new toothpaste.
3. (a) Describe the process of Industrial Design Development giving suitable example.
(b) Discuss the marketing plan for a new product launch.

4. Write short notes on **any three** of the following :
- (a) Product Portfolio
 - (b) Brand Equity
 - (c) Functions of Packaging
 - (d) Role of a Product Manager
 - (e) Test Marketing

SECTION - B

5. Analyse the following case study and answer the questions given at the end :

Coconut water is the clear liquid inside young coconuts (fruits of the coconut palm). Coconut water has long been a popular drink in the tropics, especially in India, Brazilian Coast, Southeast Asia, Pacific Islands, Africa, and the Caribbean, where it is available fresh, canned, or bottled.

Coconuts for drinking are carefully packaged and sold in many places. These are typically Asian coconuts whose outer green husk has been removed, and the remainder wrapped in plastic. Throughout the tropics they can be found sold by street vendors, often cut in front of customers to ensure the coconut water's freshness. Coconut water can also be found in ordinary cans, tetra packs, or plastic bottles (sometimes with coconut pulp or coconut jelly included). Bottled coconut water has a shelf life of 24 months.

In recent years, coconut water has been marketed as a natural energy due to its high potassium and mineral content. Marketers have also promoted coconut water for having low amounts of fat, carbohydrates and calories.

These days coconut water is the fastest selling natural soft drink that is catching the attention of health-conscious consumers across the globe. Estimated at ₹ 83,600 crore, this huge demand for fresh coconut water globally has come as a magic touch for India's medium and small enterprises. Sold as a sports recovery drink, coconut water has now caught the attention of youth, celebrities and health - conscious consumers.

- Demand for coconut water is also on the rise because of changing global consumption patterns for natural products, such as fruit and vegetable juices.
- The craze is also because of its medicinal properties.

With 1.93 million hectares producing 12.1 million nuts annually, India is the third largest producer of coconuts, after the Philippines (with 19.50 million nuts) and Indonesia (15.32 million), with Brazil (a dismal 2.76 million) in fourth place. The rising global demand for coconut water has seen India's exports of it rise from ₹ 378 crore in the year 2009 to ₹ 432 crore in the year 2010.

It is essential to build an awareness of the qualities of coconut water, because it contains healthy doses of natural electrolytes, vitamins and minerals. Only then it can become a healthy alternative to big energy drinks that dominate the sports drink market.

Questions :

- (a) What should be the positioning strategy for coconut water ?
- (b) Explain how branding strategy can boost the sales of coconut water.
- (c) What packaging strategy should be adopted to promote coconut water ?
- (d) Examine the marketing challenges of coconut water industry.



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

SECTION - A

1. (a) Product mix and line decisions are viewed as strategic tools to increase market share and keep competition at bay. Comment.
(b) How can you use product life cycle as a tool to plan market share strategies ? Explain with a suitable example.
2. (a) Examine the concept of positioning for marketing of any national social programme in India.
(b) Elaborate the process of estimation of first time sales and repeat sales under economic analysis of a product.
3. (a) Discuss the issues in Test Marketing of a product.
(b) Discuss packaging strategies of a FMCG product of your choice.

4. Write short notes on **any three** of the following :
- (a) Types of pricing
 - (b) Market Share Approach
 - (c) Brand Image
 - (d) New Product Idea generation
 - (e) Pre-test Marketing

SECTION - B

5. Company X has a dominant share in the Indian sauce market and also owns a successful brand in the category. Research showed the company that there was a need for a sauce with a unique taste which could be taken with Indian as well as Western snack foods. The company introduced 'Tom-Imli', a tomato sauce with tamarind and tangy spices. The product is targeted at children in the age group of 8 - 14 years.
- (a) In this situation, what are the other products which you think would compete with this new product ?
 - (b) Suggest a suitable positioning basis for this new product.
 - (c) Give your comments on the name 'Tomi - Imli'. If you were asked to suggest an alternate brand name, what would you suggest and why ?
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01276

MANAGEMENT PROGRAMME

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

SECTION - A

1. (a) What is a product ? Taking the example of a refrigerator, explain the anatomy of the product i.e. the core benefits, tangible specifications, and augmented features.
- (b) Explain the major areas of product management decisions, giving suitable examples.
2. (a) Briefly explain the concept of Product Life Cycle (PLC). Do all products go through the classical bell-shaped PLC ? Justify your answer with suitable examples.
- (b) Discuss the different pricing strategies available to a Product Manager for product pricing. Give examples.

3. (a) What are the objectives of test marketing ?
Taking a new product of your choice, explain how you would go about its test marketing.
- (b) Explain the importance of promotion of the new product with the help of suitable examples.
4. Write short notes on any three of the following :
 - (a) Disadvantages of Product Line Extension
 - (b) Types of Display Matrices
 - (c) Brand Equity Measurements
 - (d) Sales Forecasting Methods
 - (e) Organising for New Product Development at the Corporate Level

SECTION - B

5. Indian toothpaste market is witnessing a lot of changes, with many FMCG companies, Indian as well as MNCs, launching 'herbal' toothpastes. This segment is growing fast and every player wants to corner a significant share of it. You are a product manager-incharge of toothpaste category-in a FMCG company which also intends to enter 'herbal toothpaste' segment.
 - (a) How can you use 'Attribute Analysis' to generate new product ideas for the proposed herbal toothpaste ? Discuss.
 - (b) Suggest alternative basis for positioning of the new product.
 - (c) Discuss the functions that packaging can perform in marketing of toothpaste.
 - (d) Suggest a brand name for the new product to be introduced by the company, giving reasons why your choice is a good one.

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01272

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

SECTION - A

1. (a) Distinguish between the following giving suitable examples :
 - (i) Convenience and Shopping Goods
 - (ii) Product Line and Product Mix
- (b) Briefly explain the BCG Matrix and its implications for marketers. What are its limitations ?
2. (a) You are going to launch a range of biscuits low in calories and sugar content along with better nutrition value, targeted at diabetics. Suggest a brand name for this product and give reasons in support of your answer.
- (b) Taking the example of a toilet soap, explain how perceptual mapping can be used for product positioning.

3. (a) Briefly explain the various sources of new product ideas available to a marketer of ready to eat snacks. List out the methods of generating new product ideas.
- (b) Explain the various interpretations of the term 'new product' giving suitable examples.
4. Write short notes on **any three** of the following :
- (a) Product Management Decisions
 - (b) Factors Influencing the Pricing Decisions
 - (c) The Concept of Brand Equity
 - (d) Break-Even Analysis
 - (e) Concurrent Engineering

SECTION - B

5. (a) Briefly explain the concept of Product Life Cycle (PLC). Identify a product that according to you is in decline stage of its PLC. What recommendations do you have for rejuvenating the demand for this product ?
- (b) Briefly explain the functions performed by packaging. What changes / innovations would you recommend and why, in the packaging and labelling of the following products available in your region (attempt any two)
- (i) Bread
 - (ii) Packaged Milk
 - (iii) Cooking Oil

No. of Printed Pages : 2

MS-063

00285

MANAGEMENT PROGRAMME

Term-End Examination

June, 2018

MS-063 : 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. Explain the concept of 'product mix' and 'product line' giving suitable examples. Discuss the factors influencing the product line decisions.
2. (a) Taking the example of a product of your choice, explain how a company's marketing mix strategies may vary depending on the different stages of its Product Life Cycle.

(b) Explain the relationship of pricing to the other elements of the marketing mix. As a marketing manager, what pricing strategy would you suggest to introduce a range of fruit juices in view of the firm's objective of increasing sale.

3. (a) Enlist the various sources of new product ideas. Taking the example of ceiling fans, explain how you can use "attribute analysis" to generate new product ideas.
- (b) Explain the various interpretations of the term 'new product', giving suitable examples.
4. Write short notes on **any three** of the following :
- (a) Perceptual Mapping.
- (b) Building brand equity.
- (c) Concurrent engineering.
- (d) Break-even analysis.
- (e) Organising new product development at the divisional level.

SECTION - B

5. You are a product manager in a FMCG company, incharge of the 'biscuits' category.
- (a) Suggest alternative basis for positioning of the product.
- (b) Explain the functions that packaging can perform in marketing of biscuits.
- (c) In case you wan't to introduce a new range of biscuits targetting the diabetics, how would you go about test marketing the same ? Suggest a suitable brand name for the new product.
-

No. of Printed Pages : 2

MS-063

00423

MANAGEMENT PROGRAMME

Term-End Examination

December, 2018

MS-063 : 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. What is a Product ? Discuss the Classification scheme for classifying Products. What is a Product Mix ? Explain it by taking any company of your choice as to what is its Product Mix.
2. Explain the product portfolio concept used in product analysis. Discuss the use of BCG Matrix and GE Planning grid in evaluating company's product portfolios. Explain with necessary diagram.
3. (a) What do you understand by the term 'branding' ? Explain the strategic relevance of branding for marketers.
(b) With the help of suitable examples explain the various functions of packaging.

4. Write notes on **any three** of the following :
- (a) Marketing strategies used at different stages of Product Life Cycle (PLC)
 - (b) Positioning Strategies
 - (c) Concept Testing
 - (d) Screening of new product ideas
 - (e) Test Marketing

SECTION - B

5. A company is into marketing of detergents. The same company has decided to launch a new product-bathing soaps in the same market where it is already marketing detergents.

You have been assigned the task of launching this new product (bathing soap).

- (a) Will you go in for family branding or individual branding for the new product ? Justify your answer.
 - (b) Suggest a suitable pricing strategy for launching the new product.
 - (c) Explain how perceptual mapping can be used for positioning the new product.
-

No. of Printed Pages : 3

MS-063

MANAGEMENT PROGRAMME

Term-End Examination

01664

June, 2019

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) What are Product Line Stretching and Line Filling decisions ? Explain the concepts with respect to a company in consumer durables.
(b) Explain the matrix approach to product planning with a suitable example.
2. List out major factors which marketers need to consider while pricing a product. As a marketing manager, what pricing strategy would you decide upon to introduce a range of natural fruit juices in Delhi NCR ?

3. Discuss the importance of packaging in marketing a product. What are the functions of packaging and various types of packaging strategies that can be used for market cultivation ? Explain with examples.
4. Write short notes on any **three** of the following :
- (a) Methods of generating new product ideas
 - (b) Break even analysis
 - (c) Concept generation and concept testing
 - (d) Use of brainstorming for generating new product ideas
 - (e) GE's strategic business planning grid used for product portfolio evaluation

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SECTION B

5. (a) Explain the term 'positioning'. Suggest alternative basis of positioning for the following products :
- (i) Toothpaste
 - (ii) Ready to eat snack
- (b) An FMCG company plans to introduce a new type of atta (wheat flour) targeted at diabetics. Suggest a suitable brand name for the product. Justify your choice. What benefits do customers get by branding of a commodity like wheat flour ?

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No. of Printed Pages : 3

MS-061

MANAGEMENT PROGRAMME

Term-End Examination

December, 2019

01713

MS-061 : CONSUMER BEHAVIOUR

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) Imagine yourself as a retailer for menswear and propose how you would use the lifestyle approach to succeed in your venture.
(b) What do you understand by the term 'organizational buying behaviour' ? Explain the various organizational buying situations giving suitable examples.
2. (a) What is a reference group ? Explain the different reference group applications in marketing.
(b) Briefly explain the concept of motivation. How is it relevant to our understanding of consumer behaviour ?

3. (a) As a marketer of consumer durables (e.g. refrigerators), what strategies would you adopt for responding to post-purchase feelings of your customers ? Discuss.
- (b) Briefly explain the concept of learning. Discuss with the help of examples, how an understanding of consumer's learning process might affect marketing strategy planning.
4. Write short notes on any *three* of the following :
- (a) Theory of Self-concept
 - (b) Types of Subcultures
 - (c) Information Search Behaviour
 - (d) Choice Heuristics
 - (e) Cognitive Dissonance

SECTION B

5. (a) Briefly explain the basic decision process of consumer buying. How would this process vary with different types of products ? Discuss with reference to the following products :

(i) Chocolate bar

(ii) Long-haul international flight to an exotic location

(iii) Washing machine

(b) You are trying to promote safe driving habits among two-wheeler drivers. Explain what approach you would take to change their attitudes towards safe driving. Justify your answer.

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No. of Printed Pages : 4

MS-61

MANAGEMENT PROGRAMME (MP)

Term-End Examination

June, 2020

MS-61 : CONSUMER BEHAVIOUR

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) Compare and contrast the buying behaviour of final consumers and organizational buyers. In what ways are they most similar and in what ways are they most different ?

P. T. O.

[2]

MS-61

(b) What do you understand by the term 'Reference Groups' ? How do reference groups influence how we behave ? Discuss giving suitable examples.

2. (a) Why are marketers concerned about customer attitudes ? Discuss with the help of suitable examples.

(b) What is meant by Consumer Perception ? Explain the stages in the perceptual process.

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3. (a) Explain the 'Trait Theory of Personality'. What are its limitations ?

(b) Define culture and subculture. How is the study of cultural values relevant to a marketer ?

[3]

MS-61

4. Write short notes on any *three* of the following :

- (a) Applications of consumer behaviour in marketing
- (b) Maslow's Hierarchy of Needs
- (c) Classical Conditioning
- (d) Theories of post-purchase evaluation
- (e) Nicosia's model of consumer decision process

Section—B

5. (a) In designing the advertising for a soft drink, which would you find more helpful : information about consumer demographics or about consumer lifestyles ? Give examples of how you would use each type of information.

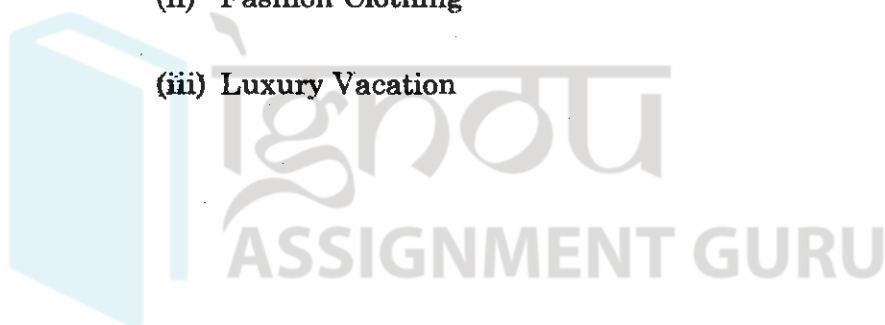
P. T. O.

(b) Briefly explain the concept of 'Family Life Cycle'. Which stage of the family life cycle could constitute a lucrative segment for the following ? Give reasons for your answer :

(i) Home Appliances

(ii) Fashion Clothing

(iii) Luxury Vacation



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No. of Printed Pages : 3

MS-63

MANAGEMENT PROGRAMME (MP)

Term-End Examination

December, 2020

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

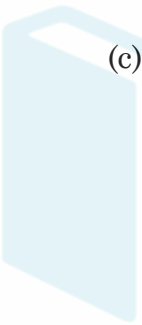
1. (a) What is a product ? With the help of an example, explain the anatomy of a product.
- (b) Discuss the major areas of product management decisions.

2. (a) Discuss the important factors that make companies pursue product line extensions as a significant element of their marketing strategy.
- (b) Explain the BCG growth-share matrix. What are its limitations ?
3. (a) Explain the organization of new product development at the corporate level. What are its advantages and disadvantages ?
- (b) What is test marketing ? What are its objectives ? Explain the advantages and disadvantages of conducting test marketing.
4. Write short notes on any *three* of the following :
 - (a) Product life cycle concept
 - (b) Factors influencing pricing decisions
 - (c) The concept of brand equity
 - (d) Break-even analysis
 - (e) Importance of industrial design

[3]

Section—B

5. Your company is planning to launch a range of packaged fruit juices.
- (a) Suggest a suitable brand name for the new product range. Justify your choice.
 - (b) For the above mentioned new brand suggest a suitable positioning strategy.
 - (c) Suggest what different functions the packaging of your above product can perform.



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