

MANAGEMENT PROGRAMME**Term-End Examination****June, 2007****MS-63 : PRODUCT MANAGEMENT***Time : 3 hours**Maximum Marks : 100**(Weightage 70%)*

Note : *This paper consists of two Sections A and B. Attempt any **three** questions from Section A. Section B is **compulsory**. All questions carry equal marks.*

SECTION A

1. (a) Describe the changing role of a product manager in the present dynamic marketing environment.
(b) Discuss the factors that make companies pursue product line extensions.
2. (a) Briefly explain the BCG Matrix. What advice would you give to the Chief Executive who has chosen to rely solely on BCG Matrix for managing product portfolio ?

- (b) What are the promotion and distribution strategies that you would suggest for
 - (i) a product in the growth stage ?
 - (ii) a product in the decline stage ?

- 3. (a) Assuming that you are introducing a line of shaving products, what pricing strategy would you suggest and why ?

- (b) With the help of suitable examples, explain the factors that can be responsible for the failure of a new product.

- 4. Write short notes on any **three** of the following :
 - (a) Focus groups
 - (b) Social aspects of packaging
 - (c) Need for new products
 - (d) Product prototyping
 - (e) Organising for new product development at the divisional level

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 'Tom-Imli'. If you were asked to suggest an alternate brand name, what would you suggest and why ?
- (d) Discuss the importance of packaging for the above product.

