

SVKM's NMIMS
School of Distance Learning

Programme: PGDBM/PGDMM

Academic Year: 2011-2012

Subject: Product Management

Date: 31.12.2011

Semester III/IV

Marks: 70

Time: 3.00 p.m to 6.00 p.m

Course old

Q.1 Attempt any 2 out of 4

Marks : 10

- a) Describe the changing role of product manager in changing product / market environment.
- b) Disadvantages of line extension.
- c) How does G.E. Planning grid differ from BCG Matrix
- d) What kind of role does consumer play in building a brand

Q.2 Write short notes on any 2 out of 5

Marks : 10

- a) Product Mix
- b) Types of display matrix
- c) Limitations of PLC
- d) Brand Equity
- e) McKinsey Matrix

Q. 3 Attempt any 3 out of 5

Marks : 30

- a) Explain Product Management Decision in detail.
- b) Describe the stages of the PLC (Product Life Cycle) by taking an example each from consumer and industrial products.
- c) As a marketing manager, what pricing strategy you would decide upon to introduce variety of biscuits in view of the firms twin objectives of creating mass awareness and sales.
- d) Discuss what factors contribute to the success or failure of a brand in the market place by picking up examples from FMCG.
- e) Discuss the importance of packaging as a tool for product differentiation and market cultivation.

Q. 4 Answer in Detail

Marks : 20

- a) Your organization intends to launch a range of fruit juices focused at health conscious consumers. As the Product Manager, you are responsible for the success of the product. Outline the steps you will follow.