

**SVKM's NMIMS University  
School of Distance Learning**

**Product Management**

**Date: 17.12.2007  
Time: 3.00 to 6.00**

**Marks: 100**

- NB :**
- 1. Question no. 1 is compulsory**
  - 2. Attempt any 4 Questions from Question No. 2 to Question No. 7**
  - 3. In all, Five Questions are to be attempted**
  - 4. Answers must be precise and written in points**

- Q 1. Write Short Notes (any four): (20)
1. Product and its anatomy
  2. Types of products
  3. Product line
  4. Product Mix
  5. Line stretching
  6. Line filling
- Q 2. Discuss the factors that matter while considering product line extension. Explain the advantages and disadvantages. (20)
- Q 3. Explain Product Life Cycle in detail and its relevance to product planning, advertising and marketing strategy. (20)
- Q 4. Explain the BCG Growth-share matrix in detail. Choose a company and construct an arbitrary BCG matrix for its various products. (20)
- Q 5. Write a note on brand positioning. Your company has manufactured a new brand of low fat milk, with 3 times shelf life than the regular milk. What are your strategies for positioning this brand? (20)
- Q 6. Write short notes on –
- a. Break-even analysis (10)
  - b. Return on investment (10)
- Q 7. Your organization intends to launch an ERP software for the banking industry. You are supposed to take care of the launch and see that the product is successful. Outline the steps you will follow. (20)