No. of Printed Pages : 3 **MS–063**

MANAGEMENT PROGRAMME

(MP)

Term-End Examination

December, 2025

MS-063 : PRODUCT MANAGEMENT

Time : 3 Hours *Maximum Marks : 100*

Weightage : 70%

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

(ii) Section B is compulsory.

Section—A

1. (a) What is a product ? Give the anatomy of a product. 10

(b) Describe live stretching and live filling. Explain with suitable examples. 10

2. (a) Explain the concepts of product portfolio. Discuss BCG matrix and GE strategic business planning grid for portfolio analysis. 10

   (b) Discuss various pricing methods available to Indian marketer. Give example in support. 10

3. (a) What is product positioning ? Discuss any *four* positioning strategies. 10

   (b) Discuss the components of brand equity. Discuss the strategies of building strong brands as given by David Aaker. 10

4. Write short notes on any *three* of the following : 20

   (a) Sources of new product ideas

   (b) Difference between market potential and market demand

   (c) Concept testing

   (d) Concurrent engineering

   (e) Test marketing

Section—B

5. (a) Assuming that you are assigned the task of launching a new product say FMCG. Discuss how would you go about planning your launch mix. You may assume an FMCG product of your choice to respond to questions in this section. 15

   (b) What are the factors you would consider in planning your promotional mix for such a product lunch ? Explain how would you test marketing results impact these decisions. 15

   (c) What are the variables that you would need to consider while proposing the positioning for the product ? 10

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