Roll No ......................

**Department of Management**

**MBA IV Semester Examination (2019)**

**Product Management**

**Paper Code: MBA-GE- MM 13**

**Time: 3 Hrs** **MM: 75**

**Attempt any five questions, each question carry 15 marks (15*5)**

1. A product Manager is an Entrepreneur, A Coordinator, and An Assistant. Discuss with relevant examples.
2. *"Killing a goat for one time best meal once only, rather than feeding it well and getting precious milk for years"*, explain this in the light of Product in the last stage of PLC.
3. How is pricing affected by the other elements of the marketing mix? How do factors like competition, stage in the product lifecycle and costs affect the pricing decision for a new product? Explain with the help of examples.
4. You have been asked to manage the test marketing effort of a company, introducing its new product, a herbal cold cream, in the market. Explain how you would select the test market, decide upon the test market duration and collect data from the test markets.
5. How would you budget for advertising and sales promotion while launching a new product? Assume that your product is a line of economy range office wear shirts. What are the activities you would like to include in the sales promotion process and why?
6. What are the factors which influences the product obsolescence? What strategies do you recommended to fight product obsolescence
7. Briefly explain the concept of Product Life Cycle. What in your view is the stage in which touch screen mobile phones are in the Indian market? Based on your answer suggest appropriate promotion strategies.
8. Write notes on any two of the following:

   Innovation through Collaboration and Co-creation

   Role of Packaging in Product marketing.

   Sales forecasting methods.