Roll No ....

Department of Management

MBA IV Semester Examination (2022)

Product Management

Paper Code: MBA-GE- MM 13

Time: 3 Hrs **MM: 75**

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

1. We all are products and have been involved in various marketing strategies. Discuss.
2. Being a product manager justify yourself as an Entrepreneur, A Coordinator, and An Assistant.
3. Keeping in mind the relevance of competitors, what factors you will be looking to analyse the competitors.
4. What pricing strategy would you suggest for the launch of the following new products: *Dairy Products, Fitness Industry, and Smart Phones.* Give Justification for each.
5. You are managing Fads, Suggest suitable marketing strategies you will be opting for and why?
6. What are the factors which influences product obsolescence? Can a product manager use New Product Development to fight product obsolescence? Justify.
7. 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.
8. Write short notes on any two of the following :

   Product Line Extensions.

   Importance and Strategies of Sales Analysis

   Innovation through Collaboration and Co-creation