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

Department of Management, SMBS
Jamia Hamdard
MBA-IV Semester Examination- July 2023

Product Management | **Paper Code: MBA-GE- MM 13**

Duration: 3 Hour | Max. Marks -75

(15X5=75)

Note: Attempt any Five Questions, All questions carry equal marks

Q1: A product manager has to act as an Entrepreneur, a Coordinator, and an Assistant. Justify with relevant examples.

Q2: Briefly explain the different stages of Product Life Cycle (PLC). Suggest suitable marketing strategies for all the stages of the PLC.

Q3: We all are products and our parents were the first marketers we met. Discuss with relevant examples.

Q4: Being a product manager bring out the relevance of competitors. With suitable examples justify why competitors must be analysed.

Q5: "Listen, Engage and Respond", a product manager can use these three magical words to bring laurels to his firm. Justify.

Q6: 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.

Q7: At times your products proves to be a Phoenix. Discuss the statement with respect to New Product Development.

Q8: "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.