

**DEPARTMENT OF MANAGEMENT
SCHOOL OF MANAGEMENT & BUSINESS STUDIES
JAMIA HAMDARD**

Even Semester Examination (Online) June 2021
MBA [Semester IV]

Paper Name: Product Management
Paper Code: MBA-GE-MM-13

MM: 75
Time: 03Hours

Email Id of the Examiner: asadahmad@jamiahamdard.ac.in
Email Id of the Assistant Superintendent of Exams: mba4june2021@gmail.com
Email Id of Dean: deanmanagement@jamiahamdard.ac.in

Note:

Students have to submit the **Scanned hand written solutions** to the Examiner, Assistant Superintendent of Examination and Dean on the email ids as mentioned above.

Students shall use **ruled white paper & blue ink** to write the solution. Each page must have a **serial number and the signature** of the student.

An additional $\frac{1}{2}$ an hour will be given to the examinees to scan the answer sheets, convert it into single PDF and upload it on the id's given on the question papers.

If any two copies are found to be similar then both the copies shall be cancelled. Such students will be considered/ tried for unfair means.

The attached PDF shall be named as follows –

Full Name-Enrollment Number-Course-Semester-Subject Abbreviation (Example: Rabia Shaheen-2017-334-032-MBA-IV-QTM) and students shall also mention the same in subject line of the email & his/her answer copy also.

Answer All Questions, each carry equal marks.

Q1: Imagine yourself as a Product Manager and bring out relevant examples when you have to act as an Entrepreneur, A Coordinator, and An Assistant.

Q2: "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.

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

Q4: Competitors must be analysed. Justify the statement with suitable examples.

Q5: There are times your products can be signified as Phoenix. Discuss the statement with respect to New Product Development.
