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Reg. No. :

Name :

**Fourth Semester M.B.A. (Full-time) Degree Examination, July 2009
(2006 Scheme)**

PRODUCT MANAGEMENT

Time: 3 Hours

Max. Marks: 60

SECTION – A

Answer **any five** questions. **Each** question carries **three** marks. (5×3=15 Marks)

1. Define 'product management.
2. What is product differentiation ?
3. What is product portfolio models ?
4. What do you think a company needs to know before trying a new product ?
5. What measures can you take to prevent the failure of a new product ?
6. What are 'five step process' in new product development ?
7. How will visual presentation signify the brand name ?
8. What is co-branding ?

SECTION – B

Answer **any three** questions. **Each** question carries **ten** marks. (3×10=30 Marks)

9. Discuss the process of demand forecasting techniques involved in new product.
10. Explain the major factors influencing success in 'Cooper's Model.

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11. Briefly discuss the different types of product life cycle and its significance.
12. Explain the different Brand naming strategies and its importance in product management.
13. How can you use correspondence analysis for positioning ? Explain with examples.

SECTION – C

Compulsory Question :

15

14. Take an existing product/service and apply the guidelines suggested by Mark Di Somma as well as the HBS conference suggestions to make it a 'cult brand' over a period of time.

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