

Code No: MB1333/R13

MBA III Semester Regular / Supplementary Examinations, November, 2016

PRODUCT MANAGEMENT

Time: 3 Hours

Max. Marks: 60

*Answer Any FIVE Questions
All Questions Carry Equal Marks
Question No. 8 is Compulsory*

- 1
 - a What are the features of a product? Write a brief note on product planning.
 - b Define Market Strategy? Explain the strategies to be adapted in each stage of product life cycle.
- 2
 - a Define New product. Brief out the importance of financial analysis in new product development.
 - b Explain in detail the factors affecting the pricing decisions of a new product.
- 3
 - a State the merits and demerits of brand leveraging.
 - b What are the steps involved in brand building? Explain.
- 4
 - a Write a comprehensive note on brand repositioning.
 - b "Customer Relationship Management is possible only by understanding the market dynamics". Discuss.
- 5
 - a How would you approach to packaging be different while marketing industrial goods as compared to consumer goods? Explain giving examples.
 - b Discuss in detail the recent packaging trends in India.
- 6
 - a Discuss in detail the typical methods of new product forecasting.
 - b Write a brief note on product launch management.
- 7
 - a Discuss the anatomy of brand in detail.
 - b Define Branding. Outline the challenges and opportunities related to branding.

8 Quality was a point of differentiation for Japanese manufacturer Lexus for many years. However European and U.S. manufacturers such as BMW, Mercedes, Jaguar, Cadillac and Saturn caught up. Further these cars had more personality and provided more emotional attachment for their customers.

First approach is to redefine quality through high end design features that are detectable. Lexus has achieved exceptional performance with respect to a quiet and smooth ride. Lexus has responded to customer's unmet needs with attractive features as heated seats, a hard top convertible roof that raises in near silence, a superior branded sound system, a tire inflation monitoring system.

Second approach is to achieve break thoughts in design, which is a powerful differentiator for cars like the VW Beetle and all Jaguar models.

Third approach is to focus on process rather than product. Saturn's fixed price low pressure sales philosophy made the process of buying cars less frustrating. Customer interaction with the dealer after the purchase even allowed for enjoyable bonding. This new process was in large part responsible for the intense loyalty created by Saturn.

Questions:

- a) What is the importance of Technology introduction in an Automobile industry?
- b) Discuss the need for process introduction in an Automobile industry.
- c) Explain the product positioning concepts adopted by different automobile marketers.

