

Time: 3 hours

MM: 50marks

Note: Attempt each section on separate answer sheet.

Section 1 : Product Management

1. Attempt any two of the following (10 marks each)
- a. Amco Consumer Products Ltd is a firm of annual sales revenue of Rs.500 crore. It has various product lines including detergents, shampoo, tea, and hair oil. In the shampoo category, there are five market segments (A to E). Amco has its product offerings in segments B and D only.
- Research suggests that, Amco is losing its foothold in the overall market and the firm should mark its presence in other remaining segments as well. Product line stretching has been suggested as one of the alternatives. Explain the meaning of product line stretching and discuss various alternatives for Amco, explaining considerations involved in each alternative.
- b. Horon Furniture is a manufacturer of office furniture. The company is known for its innovative multi-purpose furniture. When designing a new product, the designers list several ideas and consider each in relationship to others. For example, The company considers various options such as an office table, foldable chairs, and filing cabinet, etc. Finally the company may come up with a foldable office table with chairs attached and with a filing cabinet. Describe the creativity technique used at Horon Furniture. What other alternatives of creativity techniques will you suggest to Horon?
- c. Commercialization is the significant stage of the new product development process. What are the important decisions involved in commercialization stage?
- d. When Sony introduced the world's first high-definition television to the Japanese market in 1990, it was priced at \$43,000. This helped Sony to scoop the maximum amount of revenue from the various segments of the market. The price dropped steadily through the years—a 28-inch Sony HDTV cost just over \$6,000 in 1993, but a 40-inch Sony HDTV cost only \$600 in 2010. What pricing objective did Sony use here? Further, briefly describe other possible pricing objectives and suggest the circumstances in which such objectives are chosen.
2. Attempt any one (5 marks)
- a. Types of new products
- b. Test marketing

Section 2 : PRODUCT MANAGEMENT BRAND MANAGEMENT

Note: Answer any two from question 1 to 3. Q4 is compulsory.

- 1] What is Brand extension? Describe different types of brand extensions with proper illustrations. [10]
- 2] Discuss Aakars Model of brand equity, with justification [10]
- 3] You are a brand manager of NOKIA, describe its brand value and future corrective measures. [10]
- 4] Discuss brandz at length context to Samsung [mobile] [5]
- Or
- Describe brand positioning in soap market.