

Savitribai Phule Pune University
(Formerly University of Pune)
Department of Management Sciences (PUMBA)
Executive MBA
2nd Year (Semester –III) External Exam November - 2016
303(A) - Product Management & Services Marketing

Time: 2hrs.

Marks: 50

Section 1 (Marks 30)

Write any **TWO** questions from Questions 1 – 3. Each question carries 15 marks

- Q1.** You are a product manager for a refrigerator product of Godrej. Explain 5 levels of product concept for the refrigerator. In order to curb the declining sales you have been given the responsibility to work on the augmented product level for these refrigerators. Explain how you will create augmentation in order to create a differentiated product. Also briefly discuss some innovative ideas of potential product which can be brought into the refrigerator category in future.
- Q2.** You are working with a cosmetic company. You are planning to launch one brand under premium product category and another brand under popular product category of lipsticks. Explain in detail, which pricing strategy you will adopt for each of the above brand and why? Explain what market factors have you taken into considerations. **Use the 3 X 3 matrix of Product Quality Vs Price to explain your view point.** List assumptions, if any.
- Q3.** You are planning to launch a **Chain of Fine Dine Thai restaurant**. Explain the four characteristics of service from Intangibility to Perishability for the Chain of restaurant you are launching. Also explain in detail, what precautions you need to take against each of the characteristic.

Section 2 (Marks 20)

Write any **FOUR** questions from Questions 4 - 9. Each question carries 5 marks

- Q4.** What are the six parameters of measurement of Service Quality? Explain in 2 – 3 lines with examples.
- Q5.** Briefly explain why in a service industry, just selecting a person on Educational qualifications, Professional Qualifications and work experience is NOT sufficient. Please explain which are the other factors seen while recruiting the service personnel.
- Q6.** Explain the elements of product mix such as Product Line, Product Width, Product Length and Product Depth, each in 3 – 4 lines with examples.

- Q7.** Explain in brief what Geographical Pricing is. If you are a product manager for Ladies dresses then what ideas you will use for geographical pricing.
- Q8.** What are the main four service quality gaps? Explain each in 2-3 lines for a Hospital as a service organization.
- Q9.** Explain what Product Line Extension is. You are a product manager handling a bathing soap product. What product extensions will you plan? Explain with brief logic.