




Name: Enrolment No:			
<p style="text-align: center;">UPES End Semester Examination, May 2025</p> <div style="display: flex; justify-content: space-between;"> <div> Course: Product Life Cycle Management Program: INT. BBA MBA-SPZ Marketing Management Course Code: MKTG3024 </div> <div style="text-align: right;"> Semester: VI Time: 03 hrs. Max. Marks: 100 </div> </div> <p>Instructions: Attempt all questions</p>			
SECTION A 10Qx2M=20Marks			
S. No.		Marks	CO
Q 1	Multiple choice questions	2 Marks each	CO1
i	Which strategy is common in the maturity stage to maintain market share? A. Skimming B. Diversification C. Product differentiation D. Retrenchment		
ii	In which stage do competitors often enter the market? A. Decline B. Growth C. Introduction D. Saturation		
iii	What is the main challenge during the growth stage? A. Cutting losses B. Creating demand C. Managing competition D. Reducing innovation		
iv	Which of the following is a key advantage of using PLM? A. Increased marketing costs B. Longer development time C. Improved collaboration D. Higher inventory levels		
v	Which term refers to a product's design blueprint? A. BOM B. Prototype C. MVP D. Drawing		
vi	Which of the following helps reduce time-to-market in PLM? A. Delayed decision-making		

	B. Iterative testing C. Fragmented data systems D. Manual workflows		
vii	Which activity belongs to the post-launch phase? A. Branding B. CAD modeling C. Customer support D. Prototype development		
viii	Which of the following is used to estimate product cost in PLM? A. SWOT B. Cost simulation C. ERP D. Market research		
ix	What is the key measure of success in PLM? A. Product quality alone B. Innovation alone C. Time, cost, and quality balance D. Long meetings ANSWER: C		
x	In a service blueprint, the 'line of visibility' separates: A. Employees from customers B. Frontstage from backstage activities C. Profits from losses D. Customers from management		
SECTION B 4Qx5M= 20 Marks			
Q 2.	Write short answers		
i	What type of decisions are made in the decline stage of the product life cycle?	5 Marks	CO2
ii	Describe the key activities involved in the introduction stage.	5 Marks	CO2
iii	List and describe the major elements of a PLM system.	5 Marks	CO2
iv	How would you assess whether a product should be phased out?	5 Marks	CO2
SECTION-C 3Qx10M=30 Marks			
Q 3.	Write long answers		
i	Explain how the different stages of the product life cycle influence marketing, production, and pricing strategies in a consumer electronics company like Samsung or Xiaomi. Provide applied examples for at least three stages.	10 Marks	CO3
ii	A furniture company plans to expand its product line with a smart desk. Apply the PLM process to guide this launch from ideation to market entry. Describe the role of PLM in product design, prototyping, and lifecycle tracking.	10 Marks	CO3

iii	Apple Inc. has consistently launched new iPhone models annually, maintaining its position in the competitive smartphone market. Each model undergoes various stages of the Product Life Cycle (PLC), from introduction to decline. Apply the Product Life Cycle (PLC) model to analyze the journey of Apple's iPhone.		CO3
SECTION-D 2Qx15M= 30 Marks			
Q 4	Attempt both questions		
i	A fashion retail brand has been managing its products manually. It now plans to invest in a cloud-based PLM system to streamline its product design and sourcing across continents. Critically evaluate whether investing in a PLM system will deliver measurable benefits to this business. Consider factors such as innovation speed, global collaboration, and supply chain integration.	15 Marks	CO4
ii	<p>Nestlé India launched Maggi 2-Minute Noodles in 1982, pioneering the instant noodle market in the country. Over the decades, Maggi became a household name, navigating various stages of the product life cycle. However, in 2015, the brand faced a significant crisis when regulatory authorities banned the product due to alleged safety concerns, leading to a sharp decline in sales and brand trust.</p> <p>Question: Critically evaluate how Nestlé managed the different stages of the Product Life Cycle for Maggi Noodles, with a particular focus on the decline phase during the 2015 crisis. Analyze the strategies employed by Nestlé to address the challenges, restore consumer confidence, and rejuvenate the brand. Assess the effectiveness of these strategies and discuss what lessons can be learned for managing product life cycles in the face of unforeseen challenges.</p>	15 Marks	CO4