

Name:	 UPES UNIVERSITY WITH A PURPOSE
Enrolment No:	

UNIVERSITY OF PETROLEUM AND ENERGY STUDIES
End Semester Examination, Dec 2019

Course: Product Management	Semester: V
Program: BBA Core Marketing	Time: 3 Hours
Course code: LSCM 3006	Max. Marks: 100
Instructions: Attempt all questions(All sections are compulsory)	

SECTION A **(10 * 2 Marks Each = 20 Marks)**

1	The following is the source(s) for developing new or improved product A. Research and Development department of the enterprise B. Consumer suggestions and Complaints C. Other competitive products in the market D. All of the above	2	CO2
2	Based on their field of application, manufactured goods can be classified as A. Primary, Secondary and Tertiary B. Consumer, Capital and Defense C. Essential, Market and Standard D. Primary, Luxury and Consumer	2	CO1
3	The following is the Durability aspect(s) of a product A. Efficiency of the product B. Easy to understand C. Ease with which a product can be maintained D. All of the above	2	CO1
4	A detailed version of a new idea stated in meaningful customer terms is called a _____. A. product proposal B. Product movement C. Product image D. Product concept E. Product idea	2	CO2
5	An attractive idea must be developed into a _____. A. Product concept B. Product idea C. Product image D. Product strategy E. Test market	2	CO2
6	In the _____ stage, the firm faces a trade-off between high market share and high current profit. A. Decline B. Introduction C. Maturity	2	CO1

	D. Commercialization E. Growth		
7	Executives, manufacturing employees, and salespeople are all examples of _____. A. Internal sources for new-product ideas B. External sources for new-product ideas C. Research and development team members D. Core members of innovation management systems E. New-product committee members	2	CO4
8	Sales decline in the decline stage of the PLC because of technological advances, increased competition, and _____. A. Shifts in consumer tastes and preferences B. Shifts in the economy C. New market pioneers D. Marketing mix modifications E. Shifts in unemployment	2	CO1
9	Schmidt Steel Corporation lacks the confidence, capital, and capacity to launch its new steel product into full national or international distribution. Even though test market results look promising, what will be management's next step? A. Develop a prototype B. Develop a planned market rollout over time C. Secure a loan to provide confidence, capital, and capacity D. Seek the help of a nationally known consultant E. Retest the product in additional markets	2	CO2
10	The search for new-product ideas should be _____ rather than haphazard. A. Segmented B. Systematic C. Intermittent D. Strategically planned E. Seldom	2	CO2
Attempt any four SECTION B (4* 5 Marks Each -20 Marks)			
1	Explain product length and product consistency	5	CO3
2	Write a short note on classification of products	5	CO2
3	With examples explain price bundling	5	CO2
4	Distinguish between product differentiation and market segmentation	5	CO3
5	How do we assess competitor's strategies	5	CO3

Attempt all questions		SECTION-C		(3* 10 Marks Each- 30 Marks)	
1	What are the reasons for Maruti's success in the Indian market? What is the life cycle stage of Dezi in your opinion?	10	CO3		
2	With the help of examples, explain product modification, product elimination and product line modification.	10	CO3		
3	Identify five products and discuss the core, tangible and augmented product levels of these products	10	CO4		
Attempt all questions		SECTION-D		(2*15=30 Marks)	
1.	How would you budget for advertising and sales promotion while launching a new product? Assume that your product is a line of economy range office wear shirts, in creaseless cotton mix fabric. What are the activities you would like to include in the sales promotion process and why?		CO3		
2.	You have been asked to advise on a company's new range of toilet soaps, for the highly competitive premium segment of the Indian market. What are the considerations that you would like to assess before advising on the pricing decision? Explain the factors that would influence your advice		CO4		