

2023

Time - 3 hours

Full Marks - 80

Answer ALL questions.

Figures in the right hand margin indicate marks.

1. Define a 'Product'. State its distinctive features and discuss the importance of product management activities in the context of business strategy. Describe the relationship of product management in the marketing. [16]

OR

What is 'Product Life Cycle' ? What is the importance of this in product management, as well as, in marketing management ? Discuss the applications and implications of PLC model.

2. What is 'Customer Analysis' and 'Competitor Analysis', and what is their importance ? How product management strategies should be best fit to the Customers and Competitors ? [16]

OR

What is a 'New Product' and what are the sources of getting new product ideas ? How far innovation is important in designing new product ? Outline the role of marketing research in designing new products.

[2]

3. What is 'Sales Forecasting' and what are the different techniques of sales forecasting? Discuss the methods of estimating market and sales potential. [16]

OR

What is the importance of pricing in introducing new products in market? What are pricing objectives, and what are factors taken in to consideration in setting pricing strategies? Outline different pricing strategies for new product introduction in the market.

4. Define 'Brand', 'Branding' and 'Brand Management'. Discuss the importance of each. Describe different steps adopted in effective brand management. [16]

OR

What is 'Brand Equity' and what is the Aaker's approach to brand equity? How are 'awareness, reputation, association, loyalty and patents' associated with brand equity?

5. What is 'Brand Equity Management System', and what are the steps adopted in establishing brand equity management system? [16]

OR

What is 'Brand Building' and 'Brand Positioning'. What is the importance of each? Describe the steps adopted in brand building, and brand positioning.