

Paper-12 : MARKETING MANAGEMENT (Elective)

Paper-12B (i): Product Management

Time: 3 hrs

Max. Marks: 80

SECTION-A

Answer ALL questions

4X15=60

1. (a) What are the contributory factors for the emergency of product management function?
(Or)
(b) State the factors that may be considered while formulating product mix.
2. (a) Discuss the strategies for marketing of products.
(Or)
(b) Describe the stages involved in product life cycle.
3. (a) Enumerate the nature and significance of test marketing.
(Or)
(b) Bring out the organization structure required for the development of new product.
4. (a) What are the features of services.
(Or)
(b) Explain the importance of branding in product management.

SECTION-B

Answer any Four Questions

4 x 5 = 20

5. Planned obsolescence
6. Product deletion.
7. Components of product planning.
8. Labelling.
9. Consumer goods.
10. Product Idea.
11. Product modification.
12. Intangible product.