

Subject Code: MB1333/R13

M B A - III Semester Regular Examinations, Jan/Feb - 2015

PRODUCT MANAGEMENT

Time: 3 hours

Max Marks: 60

Answer any **FIVE** of the following

All questions carry equal marks. **Q.No.8 is compulsory**

1. What do you understand by marketing strategy? Briefly write about the challenges in formulating marketing strategy.
2. Define product portfolio. Discuss different tools used in product portfolio analysis
3. Discuss the steps involved in new product launching. What precautions are to be taken while launching a new product?
4. What are the traits of successful Brands? Briefly explain the Branding strategies adopted by Companies
5. How are channels managed? Discuss the types of channel management decisions that a company has to make.
6. Explain the importance of Customer Relationship Management in marketing
7. Discuss about the recent packaging trends in India

8. Case study:

Praveen Kumar is graduated from IIM Bangalore invested a small amount of capital to start manufacturing and selling a new detergent under the Brand name "SHINE" hailing from a middle class family himself, Praveen Kumar decided to price his detergent much lower than other detergents available in the market at that time, his pricing strategy paid rich dividends and "SHINE" became instant success. Using his new acquired financial strength, Praveen kumar developed a premium quality Bathing soap with a unique colour and perfume combination. Although the manufacturing cost of this soap was high, Praveen Kumar priced it substantially lower to comparable products in the market by maintaining low profit margin

Questions:

- a) Suggest an appropriate marketing plan to Praveen Kumar
- b) Do you feel Praveen Kumar has committed a pricing mistake this time? Give reasons for your answer.
