


<b>Name:</b> <b>Enrolment No:</b>			
<b>UNIVERSITY OF PETROLEUM AND ENERGY STUDIES</b> <b>End Semester Examination, Dec 2020</b> <b>Course: Product Management</b> <b>Semester: V</b> <b>Program: BBA (Marketing) Core</b> <span style="float: right;"><b>Time: 03 Hours</b></span> <b>Course code: LSCM3006</b> <span style="float: right;"><b>Max. Marks: 100</b></span>			
<b>SECTION A</b> <b>1. Each Question will carry 5 marks</b> <b>2. Instruction : Select the most appropriate answer</b>			
		<b>Marks</b>	<b>CO</b>
Q 1	Testing of new product concepts in a group of a targeted segment of the market is called  <b>A.</b> Concept development  <b>B.</b> Concept testing  <b>C.</b> Material testing  <b>D.</b> Market screening	<b>[5]</b>	<b>CO1</b>
Q2	The product life cycle:  <b>A.</b> Describes the stages a new product idea goes through from beginning to end.  <b>B.</b> Has five major stages.  <b>C.</b> Applies more to individual brands than to categories or types of products.  <b>D.</b> Shows that sales and profits tend to move together over time.	<b>[5]</b>	<b>CO1</b>

Q3	<p>The ultimate objective of the product is</p> <p>A. To provide a new look</p> <p>B. Utilizing existing manpower</p> <p>C. To monopolize the market</p> <p>D. All of the above</p>	[5]	CO1
Q4	<p>It is easy for Product managers to predict how long a product or brand will stay in each stage of the product life cycle.</p> <p>A. True.</p> <p>B. False.</p>	[5]	CO1
Q5	<p>As a product moves into the market maturity stage of the product life cycle:</p> <p>A. Consumers tend to view products as being more similar.</p> <p>B. The competitive situation moves toward monopoly.</p> <p>C. Promotion emphasizes informing consumers more than persuading them.</p> <p>D. There is less consideration of competition in setting prices.</p>	[5]	CO1
Q6	<p>Product cost can be reduced by considering the following aspect(s) at the design stage</p> <p>A. Minimum number of operations</p> <p>B. Unnecessary tight tolerance should not be provided</p> <p>C. Design should consist of standard parts</p> <p>D. All of the above</p>	[5]	CO1
<p><b>SECTION B</b></p> <p><b>1. Each Question will carry 10 marks</b></p> <p><b>2. Write short / brief notes</b></p>			
Q7	<p>Explain Brand Positioning Strategy.</p>	[10]	CO1

Q8	<p>Write short notes on any three of the following:</p> <p>(a) New Product Development.</p> <p>(b) Sales Forecasting Methods.</p> <p>(c) Packaging Considerations in International Markets.</p> <p>(d) Product Manager Responsibilities</p>	<b>[10]</b>	<b>CO2</b>
Q9	<p>A bakery produced a cookie that is normally free of nuts with a large walnut inside. The problem was due to a failed cleaning process, lack of controls and a series of human errors. This was a potentially dangerous failure that attracted the attention of regulators and the media.</p> <p>Analyse and Apply Ishikawa technique for Quality failure in a Bakery.</p>	<b>[10]</b>	<b>CO2</b>
Q10	Explain Consumer Products with examples.	<b>[10]</b>	<b>CO2</b>

<p>Q11</p>	<p><b>SNOOZY INN MOTEL.....</b></p> <p>The Snoozy Inn is a 40-unit, no-frills operation in the less scenic part of a major Queensland resort town. The owner, Mr. Smith, firmly believes that there is a need for his style of low-cost family accommodation amid the luxury and beauty of the area. His rooms are large, family-style rooms (there is no television, for example). Although there is plenty of room for future expansion, the grounds are fairly bare with a bit of landscaping, but mostly grass.</p> <p>Mr. Smith can serve breakfast to the rooms and provides tea-making facilities. There are now a lot of good restaurants and take-aways in the area. Mr. Smith's prices are less than half of what similar motels charge and only a fraction of what the big five-star properties are charging. And, really, he isn't all that far away from the beach, shops and other attractions.</p> <p>The problem is occupancy. He has some regulars who come every holiday period (and have been doing so for the four years he has owned the property). Overall, occupancy is about 50% year round and he knows from the local tourist office that the other properties average around 68% occupancy year round. New developments could mean trouble. This lack of occupancy can be quite frustrating for Mr. Smith. Cars pull in, drive around the parking areas, and then drive away.</p> <p>Currently Mr. Smith does very little advertising in local district guides and the holiday papers, mainly because he really thinks word-of-mouth is the best form of advertising. He is a member of the local tourist committee, but too busy to go to meetings. However, he does receive the local statistics and knows the average stay in the area is 3.8 nights, and that local families and couples and increasingly overseas visitors are his potential customers.</p> <p>He's not desperate yet, but he's getting worried and disillusioned. He thought he would be overrun with guests, but that hasn't happened.</p> <p>Prepare S.W.O.T analysis for the above mentioned.</p>	<p>[10]</p>	<p>CO3</p>
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**SECTION C**

**1. Each Question carries 20 marks ( Answer Any One )**

**2. Instruction : Write Long Answer**

Q12	<p>Read the case given below and answer any one of the questions given at the end of the case.</p> <p>Launching New Soup :</p> <p>A food company wants to develop a new soup to enter the healthy soup market. The new soup will consist of vegetables, proteins and fiber and will be positioned as a complete meal ". The company has to compete against established soup players in the market. For this the company plans to conduct testing, as per the Market testing methods for Consumer Goods ( as discussed ).</p> <p>You are the head of the new product committee and the president of the company wants that the launch be successful. You have been asked to think about the Brand Name, its positioning in the market, and other things about its successful launch</p> <p>Question:</p> <p>You have been assigned the task to conduct testings before launching new soup in the market. Discuss the methods of market testing for consumer goods in detail.</p> <p style="text-align: center;"><b>OR</b></p> <p>Suggest how would you position your product in the market and suggest an appropriate brand name for the new soup you plan to launch in the market. Justify your choice</p>	<b>[20]</b>	<b>CO3</b>
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