

Name:

Enrolment No:



**UNIVERSITY OF PETROLEUM & ENERGY STUDIES**  
**End Semester Examination, Dec 2021**

**Program: BBA (Marketing) Core**  
**Subject/Course: Product Management**  
**Course Code: LSCM3006**

**Semester: V**  
**Max. Marks: 100**  
**Duration: 3 Hours**

**IMPORTANT INSTRUCTIONS**

*1. The student must write his/her name and enrolment no. in the space designated above.*

Q.No	Section A 1. Each Question will carry 10 marks	Marks	COs
1	Testing of new product concepts in a group of a targeted segment of the market is called  A. Concept development  B. Concept testing  C. Material testing  D. Market screening	2	1

2	<p>The product life cycle:</p> <p>A. Describes the stages a new product idea goes through from beginning to end.</p> <p>B. Has five major stages.</p> <p>C. Applies more to individual brands than to categories or types of products.</p> <p>D. Shows that sales and profits tend to move together over time.</p>	2	1
3	<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>	2	1
4	<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>	2	1
5	<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>	2	1

6	<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>	2	1
7	<p>The First step in process of developing new-product must be</p> <p>A. Idea generation</p> <p>B. Idea Screening</p> <p>C. Concept Development and Testing</p> <p>D. Business Analysis</p>	2	1
8	<p>The Major media channels such as print, display, online and broadcast are classified as:</p> <p>A. Non-personal communication channels</p> <p>B. Non-emotional communication channels</p> <p>C. Personal communication channels</p> <p>D. Irrational communication channels</p>	2	1
9	<p>In Product life cycle, the state in which sales are zero is classified as,</p> <p>A. Product Development Stage</p> <p>B. Maturity Stage</p> <p>C. Growth Stage</p> <p>D. Decline Stage</p>	2	1

10	<p>The tests in test marketing are:</p> <p>A. Controlled Test Markets</p> <p>B. Simulated Test Markets</p> <p>C. Free Test Markets</p> <p>D. Both A and B</p>	2	1
<b>SECTION B</b>			
<p><b>1. Each Question will carry 5 marks each</b></p> <p><b>2. Write short / brief notes</b></p>			
11	Explain New Product Development.	5	2
12	Explain Sales Forecasting Methods.	5	2
13	Define Packaging Considerations in International Markets.	5	2
14	Define Product Manager Responsibilities	5	2
<b>SECTION C</b>			
<p><b>1. Each Question will carry 10 marks each</b></p>			
15	Explain Consumer Products with examples.	10	4
16	Define briefly PDCA cycle with the help of examples.	10	4
17	<p>Explain Brand Positioning Strategy.</p> <p>Or</p> <p>Explain Product Mix with the help of Examples.</p>	10	4
<b>SECTION D</b>			
<p><b>1. Each Question carries 15 marks</b></p> <p><b>2. Instruction : Write Long Answer</b></p>			

18	<p>Read the case given below and answer any one of the questions given at the end of the case.</p> <p><b>Launching New Soup :</b>  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><b>Question:</b></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><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>	15	5
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<p>19</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>15</p>	<p>5</p>
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**ANSWERS**