



Name:	
Enrolment No:	

UNIVERSITY OF PETROLEUM AND ENERGY STUDIES
End Semester Examination, December 2022

Course: Product Management
Program: BBA_EPR-CC
Course Code: LSCM3006

Semester: V
Time: 03 hrs.
Max. Marks: 100

Instructions: All questions compulsory

SECTION A
10Qx2M=20Marks

S. No.		Marks	CO
Q 1	Multiple choice questions	2 marks each	CO1
i)	During which stage of new-product development is management most likely to estimate minimum and maximum sales to assess the range of risk in launching a new product? a) Concept testing b) Business analysis c) Marketing strategy development d) Product development e) Test marketing		
ii)	Gray-Berry Gifts has just brainstormed many ideas for adding new products and services after visiting several buying fairs. The owners will begin the first idea-reducing stage, called _____ to arrive at a realistic number to adopt. a) Concept development b) Idea screening c) Product concept d) Idea dissemination e) Idea generation		
iii)	In the _____ stage, the firm faces a trade-off between high market share and high current profit. a) Decline b) Introduction c) Maturity d) Commercialization e) Growth		

iv)	<p>Sales decline in the decline stage of the PLC because of technological advances, increased competition, and _____.</p> <ul style="list-style-type: none"> a) Shifts in consumer tastes and preferences b) Shifts in the economy c) New market pioneers d) Marketing mix modifications e) Shifts in unemployment 		
v)	<p>The second part of the marketing strategy statement outlines the product's planned price, distribution, and _____ for the first year.</p> <ul style="list-style-type: none"> a) Promotion b) Marketing budget c) Positioning d) Advertising e) Target market 		
vi)	<p>Product cost can be reduced by considering the following aspect(s) at the design stage</p> <ul style="list-style-type: none"> a) Minimum number of operations b) Unnecessary tight tolerance should not be provided c) Design should consist of standard parts d) All the above 		
vii)	<p>Based on their field of application, manufactured goods can be classified as</p> <ul style="list-style-type: none"> a) Primary, Secondary and Tertiary b) Consumer, Capital, and Defense c) Essential, Market and Standard d) Primary, Luxury and Consumer 		
viii)	<p>The following is the Durability aspect(s) of a product</p> <ul style="list-style-type: none"> a) Efficiency of the product b) Easy to understand c) Ease with which a product can be maintained d) All the above 		
ix)	<p>In which of the following type the manufacturing cost may go up</p> <ul style="list-style-type: none"> a) Standardization b) Simplification c) Diversification d) All the above 		
x)	<p>The “simplicity to operate and easy to understand” of product is concerned with its following aspect</p> <ul style="list-style-type: none"> a) Functional aspect b) Operational aspect c) Durability aspect d) Aesthetic aspect 		
<p>SECTION B 4Qx5M= 20 Marks</p>			
Q 2	Write short answers		CO2

i)	With the help of example differentiate between goods and services.	5 marks	
ii)	Discuss the advantages and importance of packaging	5 marks	
iii)	Using example explain brand repositioning	5 marks	
iv)	Define product portfolio. Discuss different tools used in product portfolio analysis.	5 marks	

SECTION-C
3Qx10M=30 Marks

Q 3	Write long answers		CO3
i)	To survive in the market, in the long run, companies need to discover the winning formula in their product design. Identify five brands and explain how they have developed a unique product feature for surviving in the long run in the market.	10 marks	
ii)	Assume that your product is a line of economy range organic beauty products. What are the activities you would like to include in the sales promotion process and why?	10 marks	
iii)	Apply the five principal dimensions consumers use to evaluate service quality to explain how large banks evaluate and maintain the service quality.	10 marks	

SECTION-D
3Qx10M= 30 Marks

Q 4	Case Study		CO4
	<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 blind fold taste tests, asking the consumer to compare the new product with a variety of soups alternative currently available in the market. You are the head of the committee and chairman of the company wants that 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>Questions:</p> <ol style="list-style-type: none"> 1. You have been assigned the task of launching new soup in the market. Discuss your elements of Launch mix. 2. Suggest how would you position your product in the market. 3. Suggest appropriate Brand name for the new soup you plan to launch in the market. Justify your choice. 	<p>10 marks</p> <p>10 marks</p> <p>10 marks</p>	