**Code No: MB1333/R13**

## MBA III Semester Supplementary Examinations, Nov-2017
## PRODUCT MANAGEMENT

Time: 3 Hours                                                                      Max. Marks: 60

*Answer Any FIVE Questions*
*All Questions Carry Equal Marks*
*Question No. 8 is Compulsory*

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|---|---|---|---|
| 1. | a | Explain the strategies to be adapted in each stage of product life cycle. | 6M |
| | b | Define product portfolio. Discuss different tools used in product portfolio analysis. | 6M |
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| 2. | a | What are the stages of new product development. | 6M |
| | b | Discuss the steps involved in new product launching. | 6M |
| | | | |
| 3. | a | How do you create and manage Brand Equity. | 6M |
| | b | What are the Brand Positioning Strategies. | 6M |
| | | | |
| 4. | a | Explain how product planning is made for existing products. | 6M |
| | b | What are the traits of successful Brands. | 6M |
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| 5. | a | Discuss the anatomy of brand in detail. | 6M |
| | b | Write a comprehensive note on brand repositioning. | 6M |
| | | | |
| 6. | a | Discuss the role of Customer Relationship Management in Brand Management. | 6M |
| | b | Explain the concept Launch management. | 6M |
| | | | |
| 7. | a | Advantages and importance of Packaging. | 6M |
| | b | Explain the concept Consumer protection. | 6M |

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8. CASE SUDY:

<div align="center">Launching New Soup</div>

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.

Questions:
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.

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