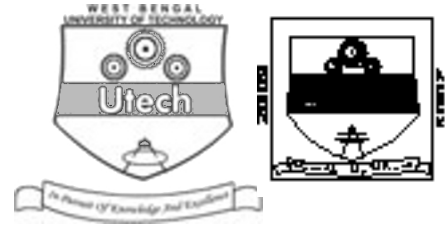


PRODUCT MANAGEMENT (SEMESTER - 6)

CS/BBA (O)/SEM-6/BBAE-601A/09



1.
Signature of Invigilator

2.
Signature of the Officer-in-Charge

Reg. No.

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Roll No. of the Candidate

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**CS/BBA (O)/SEM-6/BBAE-601A/09
ENGINEERING & MANAGEMENT EXAMINATIONS, JUNE – 2009
PRODUCT MANAGEMENT (SEMESTER - 6)**

Time : 3 Hours]

[Full Marks : 70

INSTRUCTIONS TO THE CANDIDATES :

- This Booklet is a Question-cum-Answer Booklet. The Booklet consists of **32 pages**. The questions of this concerned subject commence from Page No. 3.
- In **Group – A**, Questions are of Multiple Choice type. You have to write the correct choice in the box provided **against each question**.
 - For **Groups – B & C** you have to answer the questions in the space provided marked 'Answer Sheet'. Questions of **Group – B** are Short answer type. Questions of **Group – C** are Long answer type. Write on both sides of the paper.
- Fill in your Roll No. in the box** provided as in your Admit Card before answering the questions.
- Read the instructions given inside carefully before answering.
- You should not forget to write the corresponding question numbers while answering.
- Do not write your name or put any special mark in the booklet that may disclose your identity, which will render you liable to disqualification. Any candidate found copying will be subject to Disciplinary Action under the relevant rules.
- Use of Mobile Phone and Programmable Calculator is totally prohibited in the examination hall.**
- You should return the booklet to the invigilator at the end of the examination and should not take any page of this booklet with you outside the examination hall, **which will lead to disqualification**.
- Rough work, if necessary is to be done in this booklet only and cross it through.

No additional sheets are to be used and no loose paper will be provided

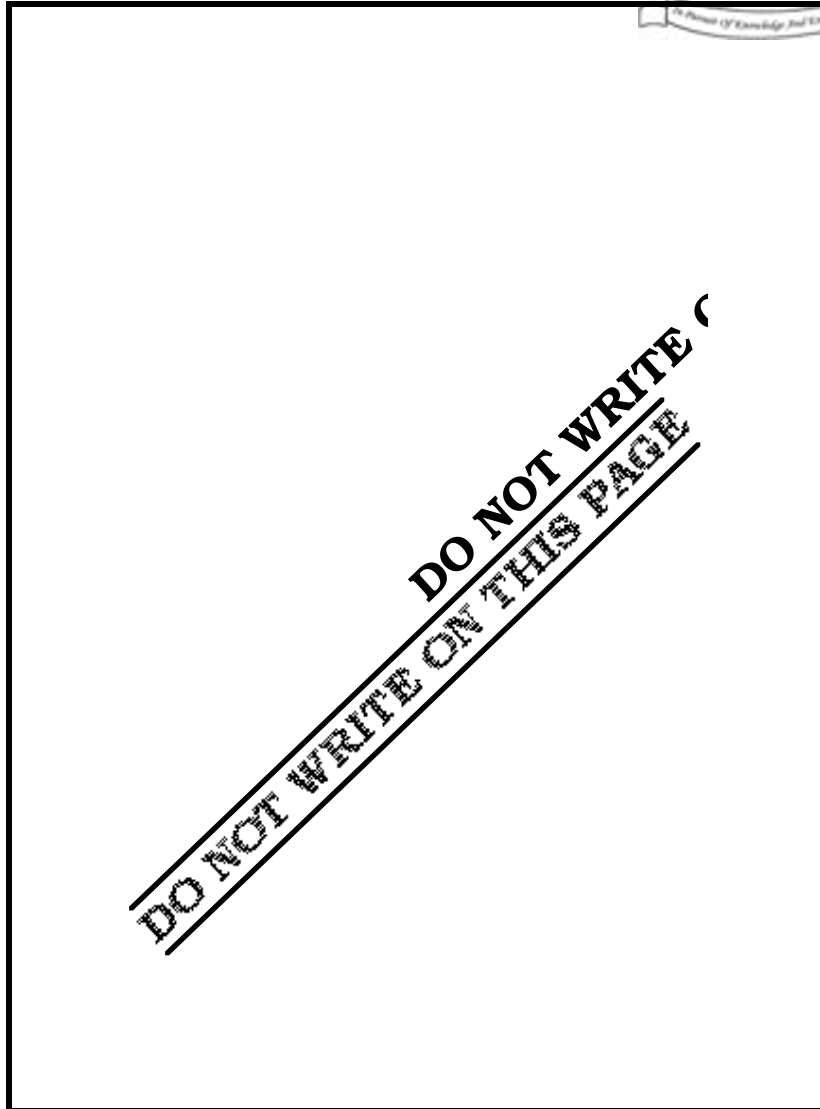
FOR OFFICE USE / EVALUATION ONLY

Marks Obtained

Question Number	Group – A								Group – B				Group – C				Total Marks	Examiner's Signature
Marks Obtained																		

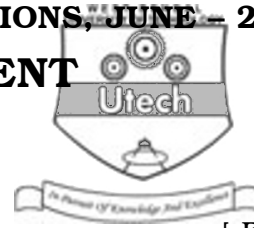
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Head-Examiner/Co-Ordinator/Scrutineer

6628 (03/06)





ENGINEERING & MANAGEMENT EXAMINATIONS, JUNE – 2009
PRODUCT MANAGEMENT
SEMESTER - 6



Time : 3 Hours]

[Full Marks : 70

GROUP – A

(Multiple Choice Type Questions)

1. Choose the correct alternatives for the following : 10 × 1 = 10
- i) The list of all products offered for sale by a company is called
- a) product differentiation b) product line
- c) product mix d) none of these.
- ii) The step which follows product development in the new product development process is
- a) Business analysis
- b) Concept development and testing
- c) Test marketing
- d) none of these.
- iii) The mark-up pricing is a
- a) Cost based pricing b) Demand used pricing
- c) Competition oriented pricing d) none of these.
- iv) Product Management begins with
- a) Product innovation b) Product mix strategies
- c) Product planning d) none of these.



- v) Launching of new product is required, due to
- a) changes in customers' preferences
 - b) technological changes
 - c) offset product obsolescence
 - d) all of these.
- vi) Ideas for new products can come from
- a) Customers
 - b) Competitors
 - c) Channel members
 - d) all of them.
- vii) The number of product lines within the product mix is known as
- a) length of product mix
 - b) width of product mix
 - c) depth of product mix
 - d) none of these.
- viii) The group of customers who are positive in their approach to new things and try them out earlier than an average person of their community, is known as
- a) Innovators
 - b) Early adopters
 - c) Early majority
 - d) Laggards.
- ix) Brand positioning involves creating
- a) a clear identity of the brand in the consumers' mind
 - b) a distinct price category
 - c) a strategy for salesmen to sell the brand
 - d) a position for the brand in the trade channels.
- x) The test cities selected for test marketing must be
- a) reasonably representative of the national market
 - b) dominated by some ethnic group
 - c) thickly populated
 - d) comprised of dominant section of rich people.



5

GROUP – B

(Short Answer Type Questions)

Answer any *three* of the following questions.



3 × 5 = 15

2. Explain with appropriate examples the reasons for product failure.
3. Explain how pricing is affected by other elements of the marketing mix.
4. Discuss the marketing strategies that may be used at the introductory stage of the product life cycle.
5. Differentiate between consumer goods and industrial goods.
6. Give your understanding on Brand Extension.

GROUP – C

(Long Answer Type Questions)

Answer any *three* of the following questions.

3 × 15 = 45

7. Explain the concept of Product Life Cycle and its utility for marketers. 15
8. Write short notes on any *two* of the following : 2 × 7½
 - a) Components of product planning
 - b) Test marketing
 - c) Sources of new product ideas.
9. Discuss the role of Research and Development Department in the development of new products. 15
10. a) What are the key considerations in designing a positioning strategy for a product ?
b) Comment on the significance of branding for consumer products in to-day's competitive marketing environment. 7 + 8
11. What are the various functions of Packaging ? What are the characteristics of a good brand name ? 7 + 8

END