This question paper contains two pages.

Roll No. ___________

Serial No. of Question paper: 7519

Unique Paper Code : 2923060036 /2923060064

Name of the Course: Bachelor of Management Studies (NEP)

Name of the Paper: Product Management

Semester: IV

Duration: 3 hours

Max Marks: 90

Instructions:

a. All questions carry equal marks

b. Attempt any five questions out of six questions.

SET B

Q.1. A company is planning to launch a new health drink aimed at young professionals. It intends to create strong brand awareness and ensure effective communication across multiple platforms while also measuring the performance of its marketing efforts. A comprehensive Integrated Marketing Campaign has been launched by the company. Suggest a Customer-Based Metrics, Product-Market Metrics, Financial Metrics, and Marketing Mix Metric to evaluate the success of the campaign. Highlight the importance of evaluating the campaign.

(18)

Q.2. A firm in the fitness industry has introduced an innovative smart home gym system. Initially, the product experienced low awareness and limited sales. Over time, with rising health awareness and promotional efforts, demand increased. However, after a few years, competition intensified with the entry of similar and technologically advanced products, leading to slower growth.

a. Examine the stages of Product Life Cycle in this case and explain how the company should adapt its product strategy at each stage.

(9)

b. What are the key elements of designing a product strategy?

(9)

Q.3. A startup in the personal care sector is preparing to launch a new organic skincare product and must assess demand before finalizing its production and distribution plans.

a. Define market potential and sales potential and explain their significance for a firm entering a new market.

(6)

b. Describe the various approaches used to estimate market potential and examine different sales forecasting methods.

(12)

Q.4. A global fashion apparel brand is planning to expand its operations into emerging markets across Asia and Africa. While these markets offer high growth potential, the company must deal with changing trade policies, varying economic conditions, evolving consumer lifestyles, technological adoption, environmental concerns, and different legal frameworks. Apply PESTEL Analysis to identify and analyze the key external factors that may influence the company's expansion strategy. Further, examine how these factors can create both opportunities and threats. Critically evaluate whether PESTEL analysis alone is sufficient for strategic decision-making.

(18)

Q.5. A company operating in the smartphone manufacturing industry is facing intense competition from global brands as well as low-cost local manufacturers. Suppliers of key components hold significant power, while customers have many alternatives and can easily switch brands. Additionally, new entrants are emerging with innovative features and competitive pricing. Use Porter's Five Forces Model to analyze the competitive environment of the industry.

(18)

Q.6. Write short notes on any three of the following: (6x3=18)

a) Customer segmentation analysis
b) Competitor strategy and differential advantage analysis
c) Factors influencing pricing decisions
d) Channel selection and management
e) differential advantage analysis