

### SECTION-C

**Note:** Long answer type questions. Attempt any three questions. 3x10=30

- Q.3 How would you measure 'Brand equity'?
- Q.4 Give various methods of product pricing?
- Q.5 Detailed note on 'Introducing New Product'.
- Q.6 Give the basis of market segmentation.
- Q.7 Discuss steps involved in product planning & control.

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No. of Printed Pages : 4

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**5<sup>th</sup> Sem. / DBM, IPM**

**Subject : Product Management**

Time : 3 Hrs.

M.M. : 100

### SECTION-A

**Note:** Very Short Answer type questions. Attempt any 15 parts. (15x2=30)

- Q.1 a) Define 'management'.
- b) Define consumer.
- c) What is 'product'.
- d) What is new product.
- e) What is product differentiation.
- f) Define 'perception'.
- g) What is brand.
- h) What is product management.

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- i) What is competitor analysis.
- j) What is customer analysis.
- k) What is brand equity.
- l) What is product pricing.
- m) What is market segmentation.
- n) What are non durable goods.
- o) Define 'withdrawl of product'.
- p) What is product controlling.
- q) What is brand value.
- r) Define product planning.

### SECTION-B

**Note:** Short answer type questions. Attempt any ten parts  
10x4=40

Q.2 i) Differentiate consumer analysis and competitor analysis.

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- ii) Difference between product and service.
- iii) Difference between customer and consumer.
- iv) Importance of after sales service.
- v) Note on objectives of product management.
- vi) Importance of customer perception.
- vii) Objectives of brand.
- viii) Benefits of brand equity.
- ix) Need for product pricing.
- x) Objectives of product control.
- xi) Need for brand image creation.
- xii) Objective of product differentiation.
- xiii) Difference between durable and non durable goods?
- xiv) Give meaning of product in detail.
- xv) Need for competitor analysis.

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