

MS-63 : PRODUCT MANAGEMENT



Brand: Mehta Solutions

Product Code: MS-63

Weight: 0.00kg

Price: Rs280

Short Description

IGNOU MS-63 : PRODUCT MANAGEMENT

Description

MS-63 : PRODUCT MANAGEMENT SOLVED PAPERS AND GUESS

Product Details: IGNOU University MS-63 : PRODUCT MANAGEMENT

Pub. Date: NEW EDITION APPLICABLE FOR Current EXAM

Publisher: MEHTA SOLUTIONS

Edition Description: 2018-19

RATING OF BOOK: EXCELLENT

ABOUT THE BOOK

FROM THE PUBLISHER

If you find yourself getting fed up and frustrated with other ignou University book solutions now mehta solutions brings top solutions for **IGNOU MS-63 : PRODUCT MANAGEMENT SERVICES book** contains previous year solved papers plus faculty important questions and answers specially for ignou University .questions and answers are specially design specially for ignou University students .

Please note: All products sold on mbabooksindia.com are brand new and 100% genuine

- **Case studies solved**
- **New addition fully solved**
- **last 5 years solved papers with current year plus guess**

PH: 07011511310 , 09899296811 FOR ANY problem

FULLY SOLVED BOOK LASY 5 YEARS PAPERS SOLVED PLUS GUESS

- **MANAGEMENT PROGRAMME**
,..... Term-End Examination
December, 2018
MS-63 : PRODUCT MANAGEMENT
Time : 3 hours Maximum Marks : 100

(Weightage : 70%)

Note : (i) Attempt any three questions from section A.

*(ii) Section **B** is compulsory.*

(iii) All questions carry equal marks. SECTION - A

1. (a) Explain the terms 'Product Line', and 'Product Mix' giving suitable examples. How Product Line Extensions are different from Brand Extensions ? Give examples.

(b) Taking a case of LCD Televisions discuss the distribution and promotion strategies that you would suggest for the different stages of its Product Life Cycle (PLC).

2. (a) Discuss the various functions performed by packaging in marketing of consumer goods, giving suitable examples.

(b) What are the various techniques used to generate new product ideas ? Explain any one technique which you may use to generate new product ideas relating to Household Cleansing Agent.

3. (a) Briefly explain any two types of display matrices used for product Portfolio Analysis. Discuss the utility of display matrices for a product manager.

(b) Taking the example of Ice-Cream explain how perceptual mapping can be used for product positioning ?

4. Write short notes on **any three** of the following : (a) Product Prototypes (b) Product Management Decisions (c) New Product Development at Corporate Level (d) Types of New Products (e) Penetration and Skimming Pricing Strategies

Details

1. Books by courier

2. Delivery in 5-7 days

3. Courier india only

4. Rating of product : largest selling

