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CBCS SCHEME

USN | | | | | | | | | |

18MPD23

Second Semester M.Tech. Degree Examination, June/July 2019
Product Planning and Marketing

Time: 3 hrs. Max. Marks: 100

Note: ***Answer any FIVE full questions, choosing ONE full question from each module.***

Important Note : 1. On completing your answers, compulsorily draw diagonal cross lines on the remaining blank pages.
2. Any revealing of identification, appeal to evaluator and /or equations written eg, 42+8 = 50, will be treated as malpractice.

Module-1

1 a. Explain briefly the characteristics of successful Product development. **(10 Marks)**
b. Explain any five initiating factors of new Product development. **(10 Marks)**

OR

2 a. Explain briefly Reactive strategies and Proactive strategies of Product development. **(10 Marks)**
b. With the help of neat sketch, explain cross functional integration in a new Product strategy. **(10 Marks)**

Module-2

3 a. With the help of block diagram, explain five steps decision process for new Product. **(10 Marks)**
b. Explain the reasons for product failure and strategies to avoid failures in new Product. **(10 Marks)**

OR

4 a. What are the desirable characteristics of market? Explain them briefly. **(10 Marks)**
b. Explain the methods for market definition and segmentation. **(10 Marks)**

Module-3

5 a. Explain any five product failure and reasons to safe guard. **(10 Marks)**
b. Explain the technique evaluated for market profile analysis. **(10 Marks)**

OR

6 a. With suitable examples, explain the various ideal sources for new Product development. **(10 Marks)**
b. Explain the block diagram , customer measurement process. **(10 Marks)**

Module-4

7 a. Discuss with example, how to represent customer preferences on a Perceptual Map and on a Value Map. **(10 Marks)**
b. Explain the role of Preference in Product Positioning. **(10 Marks)**

OR

8 a. Explain the factor analysis for Producing Perceptual Maps. **(10 Marks)**
b. Explain the benefit segmentation with discrete segments. **(10 Marks)**

Module-5

9 a. What is the role of sales potential in the design process? **(10 Marks)**
b. Explain the role of purchase potential in design process. **(10 Marks)**

OR

10 a. What are activities involved in launching of products to the market? **(10 Marks)**
b. Briefly explain tracking the launch of a product. **(10 Marks)**

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