

Model Question Paper

Fourth Semester MBA Degree Examination

Product Management

Time: 3 Hours

Max. Marks: 100

Note: 1. Answer any FOUR full questions from Q1 to Q7.

2. Question No. 8 is compulsory.

3. M: Marks, L: RBT (Revised Bloom's Taxonomy) level, C: Course outcomes.

			M	L	C
Q1	a.	Explain how competitor mapping supports the development of a product's value proposition.	03	L2	CO1
	b.	Using a real or hypothetical example, identify how the stages of the product development lifecycle can be applied to bring a new product from concept to market.	07	L3	CO3
	c.	A company plans to launch a wearable fitness device in a market with strong existing competitors. Apply the competitor analysis concept, adapt the product development lifecycle to the situation, and recommend a differentiated brand persona and value proposition to attract the target audience.	10	L3	CO1
Q2	a.	Describe the role of the product development lifecycle in ensuring successful product launches.	03	L2	CO3
	b.	Assume you are launching a new digital platform. Apply platform analysis to outline how you would position it against competitors and create a unique value proposition.	07	L3	CO3
	c.	A leading beverage company observes a shift in consumer preference towards low-sugar, functional drinks. Apply the concept of leverage marketing insights to drive new service innovation and develop innovative products aligned with changing consumption patterns.	10	L3	CO2
Q3	a.	Summarize both empathize and define stages of the Design Thinking framework which help in understanding customer needs and behaviour.	03	L2	CO2
	b.	Apply the concepts of market discovery and market sizing to propose a strategy for creating superior value for customers in a chosen industry. Support your answer with relevant examples.	07	L3	CO3
	c.	A traditional retail chain plans to launch an online platform to compete with digital-first companies. Apply the concept of business model in the B2B and B2C segments could transform its operations and customer reach.	10	L3	CO1
Q4	a.	Illustrate how understanding consumption patterns can guide innovation and new product development to align with market vision.	03	L2	CO3
	b.	Apply the concept of marketing insights to design an innovation decision process for organizing new product or service development in a chosen industry. Support your answer with examples.	07	L3	CO2
	c.	A tech startup has launched a wearable health device but adoption is slower than expected. Apply the four elements of the diffusion of innovation and the attributes of the innovation could be influencing its rate of adoption.	10	L3	CO4
Q5	a.	Outline how a loyalty program can contribute to customer retention in a retail business.	03	L2	CO5

	b.	Illustrate with an example how a company can design an incentive plan to improve the performance of its channel partners and affiliates.	07	L3	CO5
	c.	A food delivery app notices fluctuating demand during weekdays and weekends, with higher order volumes on Friday nights. The company is considering implementing a dynamic pricing model to maximize revenue without losing customers. Apply dynamic pricing principle and evaluate its potential impact on customer satisfaction and revenue.	10	L3	CO2
Q6	a.	Explain the concept of Customer Lifetime Value (CLV) and why it is important for business decision-making.	03	L2	CO5
	b.	A fitness equipment brand wants to launch a new product line next quarter. The management has to decide how much budget to allocate to digital ads, influencer partnerships, and offline events. Apply sales forecasting principles to propose a marketing budget allocation that could maximize ROI.	07	L3	CO1
	c.	A luxury spa chain has noticed a decline in repeat bookings despite maintaining high customer satisfaction scores. The management suspects gaps in its service product management approach. Analyze the possible causes of the decline and recommend product management strategies to enhance customer retention and service quality.	10	L4	CO3
Q7	a.	Explain the Direct-to-Consumer (D2C) model and how it differs from traditional retail channels.	03	L2	CO1
	b.	A home décor brand wants to revamp its product line to appeal to young urban buyers. Apply the Design Thinking framework to identify customer needs and behaviors that can guide the new product design.	07	L3	CO2
	c.	A startup launches a smart air purifier with advanced IoT features in a metro city. Identify how the attributes of innovation will influence the rate of adoption among different customer segments.	10	L3	CO4
Q8		<p style="text-align: center;"><u>CASE STUDY (Compulsory)</u></p> <p>FreshHome Appliances Pvt. Ltd., a mid-sized Indian home appliance brand, planned to launch a new range of energy-efficient washing machines aimed at urban middle-class households. Through market research across Tier-1 and Tier-2 cities, the company identified a growing demand for eco-friendly and water-saving appliances. Their target audience included young families and working professionals aged 25-45, with disposable income and a preference for sustainable living. The product was positioned as “Smart, Sustainable, and Affordable,” highlighting long-term cost savings through energy efficiency. For its go-to-market approach, FreshHome adopted an omnichannel strategy, selling through large retail chains such as Croma and Reliance Digital, exclusive brand outlets, and e-commerce platforms like Amazon and Flipkart. A penetration pricing model was implemented to quickly capture market share, supported by introductory discounts and exchange offers. The promotional plan featured a 360° marketing campaign combining digital advertising, influencer partnerships, and live product demonstrations at residential complexes. Distribution partnerships with regional distributors and local dealers ensured wide availability and prompt after-sales service. To strengthen customer engagement, the company launched a mobile app for warranty registration, service booking, and loyalty rewards. Within six months of launch, FreshHome captured a 15% market share in the mid-range washing machine category and built strong brand recall in urban markets.</p>			

	a.	Questions: Identify and explain how the company applied different elements of a Go-to-Market strategy to successfully launch its energy-efficient washing machines in the Indian market.	10	L3	CO3
	b.	Analyze FreshHome Appliances Pvt. Ltd.'s approach to building customer engagement and retention through its mobile app and other initiatives.	10	L4	CO5
