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**7007**

Register Number:

Name of the Candidate:

**M.B.A. DEGREE EXAMINATION, December 2014**

**(MANAGEMENT PRACTICES)**

**(SECOND YEAR)**

**261. RETAIL PRODUCT MANAGEMENT**

Time: Three hours

Maximum: 75 marks

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**SECTION – A**

**(5×3=15)**

**Answer any FIVE questions**

1. What is product innovation?
2. Discuss the reasons for new product failures in Indian Context.
3. What do you mean by product?
4. Write a brief note on brand extension.
5. What is the difference between brand and product?
6. Discuss about the dimensions of brand image.
7. What is risk?
8. List out the importance of product exchange.

**SECTION – B**

**(3×10=30)**

**Answer any THREE questions**

9. What is brand extension? Discuss the advantages and disadvantages of brand extensions.
10. Explain the latent factors behind marketing success of a new product.
11. Describe the problems faced in marketing of fish.
12. How do you classify the marketing risk? Explain the classification with examples.
13. Explain in detail about the new product planning process.

**SECTION-C**

**(1×15=15)**

**Answer any ONE question**

14. Explain the concept of the product life cycle and discuss its applicability in the Indian context.
15. Discuss the detail about the routes of new product development.
16. What is the relation between brand image and celebrity? Also explain the competitive positioning strategy and its core benefits.

**SECTION-D**

**(1×15=15)**

**(Compulsory)**

17. Discuss what factors contribute to the success or failure of a brand in the market place by picking up one example from consumer electronic of your choice.

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