

EXAMINATION AND EVALUATION DIVISION
DEPARTMENT OF POLYTECHNIC EDUCATION
(MINISTRY OF HIGHER EDUCATION)

COMMERCE DEPARTMENT

FINAL EXAMINATION
DECEMBER 2011 SESSION

P5713: PRODUCT MANAGEMENT

DATE : 26 APRIL 2012 (THURSDAY)
DURATION : 2 HOURS (2.30 PM – 4.30 PM)

This is a paper consists of **THREE (3)** pages including the front page.
Essay (4 questions - Answer all)

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THE CHIEF INVIGILATOR

Instruction: Answer all the questions.

QUESTION 1

Creative Design Holding is a famous company in Malaysia. Suppose that you own a business that sells computer hardware. You are thinking of offering new computer product purchase to attract customers and to increase profit.

a) Discuss **FIVE (5)** levels of a product for computer.

(15 marks)

b) Describe **TWO (2)** 'New Product Organization' that are suitable for the company.

(10 marks)

QUESTION 2

a) Donna Donny is the owner of "Donny Clothiers", a boutique that is selling high quality man's apparel. Her daughter, Sara is trying to convince her mother to launch private brand for Donny Clothiers.

You are required to assist Sara by:

i) Defining private brand.

ii) Explain **TWO (2)** advantages and **TWO (2)** disadvantages of private brand.

(10 marks)

b) Explain **THREE (3)** other brand name decisions that can also be used by Donna as an option for Donny Clothiers in the future.

(15 marks)

QUESTION 3

- a) What is packaging?
(3 marks)
- b) Explain **FOUR (4)** functions of labeling.
(10 marks)
- c) Discuss **THREE (3)** elements of effective packaging decision.
(12 marks)

QUESTION 4

- a) Explain **FIVE (5)** reasons of failure in new products in the market.
(10 marks)
- b) Elaborate new product development processes below with examples:
- i) Screening and evaluating ideas
 - ii) Prototype development
 - iii) Test marketing
- (15 marks)