

ESSAY (100 marks)

INSTRUCTION:

This section consists of **FOUR (4)** essay questions. Answer **ALL** questions.

QUESTION 1

- a) Explain briefly the concept of New Product Management. (6 marks)
- b) Describe briefly **THREE (3)** differences between The Department of New Products and The New Products Committee. (9 marks)
- c) Explain **TWO (2)** reasons why consumers do not seek a product in the market. (10 marks)

QUESTION 2

- a) Describe **THREE (3)** roles of brand to the middleman in market. (9 marks)
- b) Describe the Combined Brand Strategy and Licensed Brand Strategy. (8 marks)
- c) State **TWO (2)** advantages of each strategy above. (8 marks)

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

COMMERCE DEPARTMENT

FINAL EXAMINATION
JUNE 2012 SESSION

P5713: PRODUCT MANAGEMENT

DATE: 22 NOVEMBER 2012 (THURSDAY)
DURATION: 2 HOURS (8:30AM - 10:30AM)

This paper consists of **THREE (3)** pages including the front page.
Essay (4 questions – answer all)

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THE CHIEF INVIGILATOR

QUESTION 3

- a) List **TWO (2)** functions of packaging. (5 marks)
- b) Describe the strategy of combining two different products. Give suitable examples. (10 marks)
- c) Labeling is one of the key decisions on product. Customers assume that labeling is an actual picture of a product. Explain **THREE (3)** common mistakes that marketers have done in making the decisions about the labeling. (10 marks)

QUESTION 4

- a) Mr. Asrul has been assigned to develop a new product in an increasingly competitive market. The products must be developed to meet customers' preferences at the time. Explain **THREE (3)** classifications of new product that Mr. Asrul can select to complete the task. (15 marks)
- b) Commercialization is one of the most important stages in the development of new products. Explain **THREE (3)** strategies to be considered by marketers on that stage. (10 marks)