

Roll No.
3400 23/12/15/20

DN-227

December 2019
Master of Business Administration (MBA) Examination
(Full Time) (New) Third Semester
FT-303M : PRODUCT POLICY MANAGEMENT

Time 3 Hours]

[Max. Marks 80

Note : Attempt any four questions from Section A. Each question carries 15 marks. Section B is compulsory and carry 20 marks.

Section A

1. What is a Product ? Discuss the classification of Product by giving suitable examples.
2. Write a note on Analysis of Product Line and Product Mix Decision.
3. Discuss the concept of Product Positioning. What are the various strategies that a marketer can use to position its product in the market ?
4. How a marketer can go about test market planning, evaluation and introduction strategies for introducing any new product in the market ?
5. Write short notes on any two of the following :
 - (a) Product Launch Tracking.
 - (b) Characteristics of Successful Product Development.
 - (c) Role of Situation Analysis in Product Development.

Section B

6. Analyse the following case and answer the questions given at the end :

Case : Hamleys - The Toy Store

Hamleys, a 250 year-old toy retailer of the UK, opened its first store in 2010 in Mumbai in a franchise agreement with Reliance Retail, a wholly owned subsidiary of the Reliance Industries. The tie-up is failed for 20 years. The company plans to invest Rs. 150 crore in the next seven years to set up 20 more stores across the country, including tier-II cities. The size of the Mumbai store is around 21,000 square-feet, while the one, later opened in Chennai within six months is close to 10,000 sqft, according to Bijou Kurien, president and chief executive officer, Reliance Lifestyle division.

Hamleys is based in London and is one of the world's largest toy companies. Its flagship store located at the Regent Street in a five-storey building spread over 54,000 sq. ft. It is considered one of London's major tourist attractions. The total organized toy market in India is around Rs. 1,500 crore. It caters to about 30 crore kids upto 15 years of age. Reliance Retail will be looking to have a "sizeable" share in it. The store sells everything from action figures to dolls. Stuffed toys, books, DEVDs, PlayStations, Xboxes, board games, puzzles, role-play kits, remote-controlled cars and licensed character paraphernalia, such as Thomas The Tank Engine and Barbie, targeting children aged two to 14. Prices range from Rs. 30 for a tub of play dough to Rs. 29,000 for a ride-on mini Mercedes, F1 or Porsche car. Children can be found looking at the soft toys ranging from cheetahs to turtles. On other floors, remote-controlled helicopters whiz above them, operated by the store's toy demonstrators, or they can be found watching trains chugging along a miniature railway track. Apart from shelves of toys, it boasts a racing track where children can race remote-controlled vehicles, a tree house packed with all shapes and sizes of teddy bears and a life-size Barbie dolls house that kids can walk into. There is also a red London bus, a party room for themed parties which giant teddies can attend, a Sweet World selling confectionary, a Barbie salon where girls can have a makeover and nail art, and a Kodak shop allowing families to have pictures taken behind dramatic settings. There is every chance they will bump into a lifelike teddy bear, or magician too. Reliance Retail is planning to aggressively promote its toy store Hamleys to create awareness about premium toys of international brands, the entire buying experience and position it as a premium toy store. It wants to attract children and parents to visit the store to touch and feel the products.

Questions :

1. How can you segment the customers of toy store ?
2. Which factors influence purchase of toys in Indian market ?
3. What marketing strategies can be used by the toy store for selling toys in Indian Market ?

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