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| Name: |  |
| Enrolment No: | |

UPES
End Semester Examination, May 2024

Course: Product Lifecycle Management **Semester: VI**
Program: INT-BBA-MBA **Time : 03 hrs.**
Course Code: MKTG3024 **Max. Marks: 100**

Instructions:

SECTION A
10Qx2M=20Marks

| S. No. | Question | Marks | CO |
|--------|--|-------|-----|
| Q 1 | What is the Full Form of CAD Model? | 02 | CO1 |
| Q 2 | What do you understand by the term Product? | 02 | CO1 |
| Q 3 | What do you understand by Idea Generation stage in Product Life Cycle? | 02 | CO1 |
| Q 4 | What do you understand by Product differentiation in Product Life Cycle? | 02 | CO1 |
| Q 5 | What if the Full Form of BOM in Product Lifecycle Management? | 02 | CO1 |
| Q 6 | What do you understand by Information Model? | 02 | CO1 |
| Q 7 | What if the Full Form of EOL in product data? | 02 | CO1 |
| Q 8 | What do you understand by People Based Services? | 02 | CO1 |
| Q 9 | What do you understand by Prototyping? | 02 | CO1 |
| Q 10 | What do you understand by Product Data? | 02 | CO1 |

SECTION B
4Qx5M= 20 Marks

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|------|--|----|-----|
| Q 11 | Discuss the types of Product? | 05 | CO2 |
| Q 12 | Discuss the state of the product according to the stages of Lifecycle? | 05 | CO2 |
| Q 13 | Discuss the corporate challenges in Product Lifecycle Management? | 05 | CO2 |
| Q 14 | Discuss the conceptualization stage of Product Lifecycle Management? | 05 | CO2 |

SECTION-C
3Qx10M=30 Marks

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|------|--|----|-----|
| Q 15 | Discuss the role of Modularization as a system life cycle management strategy? | 10 | CO3 |
| Q 16 | Discuss the strategies that can be examined in the market to demonstrate revitalization in the Maturity stage of Mature product? | 10 | CO3 |
| Q 17 | Answer anyone of the following: | 10 | CO3 |

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|---|---|-----------|------------|
| | Discuss the Project development process in New Product Development? Or Discuss the Process of Investment and cost control in New Product Development? | | |
| SECTION-D 2Qx15M= 30 Marks | | | |
| Q 18 | Auto Car Corp, a automobile company specializing in hatchback and sedan cars, is developing a new Electric Vehicle in hatchback segment. 1. Discuss the Conceptualization and Design and Development phases of Product Lifecycle Management? 2. Discuss the proposed Manufacturing and Sales phases on the upcoming project? | 15 | CO4 |
| Q 19 | Answer anyone of the following: XYZ Corp, a leading online fashion retail brand specializing in ethnics wear, wants to maintain its declining mature product and offerings. . 1. Discuss the proposed Continuous strategies and Cost optimization strategies of the Maturing Product? 2. Discuss the Branding Strategies of the Maturing product? Or GlobalTech is a technology conglomerate operating in various countries worldwide. The company is known for its innovative products but faces ethical dilemmas related to its maturing but popular Smartphones. 1. Discuss the Market Expansion strategy of the firm in Smartphone segment? 2. Discuss the Customer Centric approach strategy that can help the Brand to extend its Maturity Stage? | 15 | CO4 |