ASSIGNMENT

Course Code	**:**	**MMPM-003**
Course Title	**:**	**Product and Brand Management**
Assignment Code	**:**	**MMPM-003/TMA/JULY/2026**
Coverage	**:**	**All Blocks**

Note: Attempt all the questions and submit this assignment to the Coordinator of your study centre. Last date of submission for July 2026 Semester is 31st October 2026 and for January 2027 Semester is 30th April 2027.

1. Define Product Management? Explain the role and responsibilities of Product Manager?

2. Discuss Product Line analysis? What are the advantages and disadvantage of line Extensions? Explain in detail?

3. Why Branding is important for Customers? Which of the six building blocks are most important in building Brand? Justify your answer with suitable example?

4. What are the five levers which brands can use sustain value over time? Describe any two of these with examples?

5. Write short notes on the following
    a) Product Mix
    b) Brand Mantra
    c) PLC

1. Define Product Management? Explain the role and responsibilities of Product Manager?

Answer

Product management is the systematic process of planning, developing, marketing, monitoring and improving a product so that it can satisfy customer needs and also meet the business objectives of the organisation. It covers the complete journey of a product, from understanding the market opportunity and deciding what should be offered to customers to managing the product after launch and making changes as competition, technology and customer expectations change. In this sense, product management is wider than simply selling a product. It connects customer value, product decisions and business results.

A product manager is the person who takes overall responsibility for a product or product line. The role is often compared with that of a small chief executive for the product because the product manager has to look at the product as a complete business. The person may not directly control all departments, but has to coordinate with research, development, production, finance, sales, distribution, customer support and marketing. The product manager therefore works through information, planning, persuasion and coordination as much as through formal authority.

Role of a Product Manager

The central role of a product manager is to make sure that the right product is offered to the right customers, at the right time and in a commercially sensible manner. This requires balancing three viewpoints. The customer viewpoint asks what problem should be solved and what benefits are valued. The company viewpoint asks whether the product fits the firm’s capabilities and profit goals. The market viewpoint asks how the product should compete against alternatives. A good product manager brings these viewpoints together instead of taking decisions in isolation.

1. Understanding customers and the market: The product manager studies customer needs, buying behaviour, complaints, usage patterns and unmet requirements. Market research, sales feedback and competitor information are used to identify opportunities and threats. This helps the firm avoid designing products only from an internal or technical viewpoint.