Roll No.												

PRESIDENCY UNIVERSITY
BENGALURU

School of Management

Mid - Term Examinations – JANUARY-FEBRUARY 2025

Semester: III	**Date**: 07-02-2025
Course Code: MBA3033	**Time**: 10:00 am – 11:30 am
Course Name: Digital Product Management	**Max Marks**: 50
Program: MBA	**Weightage**: 25%

Instructions:

(i) Read all questions carefully and answer accordingly.

(ii) Do not write anything on the question paper other than roll number.

Part A

Answer ALL the Questions. Each question carries 3marks.				**3Mx5Q=15M**
1	Define Product Management.	**3 Marks**	**L1**	**CO1**
2	What are the five domains of Digital Transformation?	**3 Marks**	**L1**	**CO1**
3	List the four perspectives on Product Management.	**3 Marks**	**L1**	**CO1**
4	Define customer needs, wants & demand.	**3 Marks**	**L1**	**CO2**
5	Define 'Customer Relationship Management (CRM)'.	**3 Marks**	**L1**	**CO2**

Part B

Answer ALL the Questions. Each question carries 10 marks.				**10Mx2Q=20M**
6	Explain the strategies for leveraging networked customers in the digital age.	**10 Marks**	**L3**	**CO1**
	Or			
7	Distinguish a Product leader from a Product manager. Explain the roles and tasks of a Product Manager.	**10 Marks**	**L3**	**CO1**

8	Explain, with a neat diagram, the steps involved in Product Development Process, by taking any product of your choice.	**10 Marks**	**L3**	**CO2**
	Or			
9	Explain the process of 'Kano Analysis'. Take any digital product of your choice to describe its salient features and its usefulness.	**10 Marks**	**L3**	**CO2**

Part C

Answer the Question. Question carries 15 marks.				**15Mx1Q=15M**
10	**Case Study** During 1990s advertisements featuring the tagline "God's Own country" began appearing in print & electronic media in India. The campaign was run by Kerala Tourism. It was intended to promote Kerala tourist destination. To develop a brand equity for itself, KTDC promoted its traditional Ayurveda, Kathakali, Koodiyattam, temple festival & boating. It designed eminent artists like M.F Hussain & Yusuf Arakkal as brand ambassadors. It entered into a MOU with Indian Airlines & Indian Railways to attract large number of tourists. A special arrangement was made with Indian Railways to introduce "Ayurveda Coaches" to give the tourists a rich experience. In the year 2000, the National Geographical Society declared Kerala as one of the ten paradises in India. Now A large number of international tourists are visiting Kerala. Questions: a) Describe the product management strategies used for the strong brand identity. b) What is the customer value provided to the target customers, to promote tourism in India? Explain with examples.	**15 Marks**	**L4**	**CO2**