

JAIPURIA INSTITUTE OF MANAGEMENT, NOIDA

PGDM / PGDM (M) / PGDM (SM)

FIFTH TRIMESTER (Batch 2023-25)

END TERM EXAMINATIONS, JANUARY 2025

REAPPEAR EXAM

Course Name	Product & Category Management	Course Code	20157
Max. Time	2 hours	Max. Marks	40 MM

INSTRUCTIONS: All Questions are compulsory

Q1. **Explain and prioritize** the product “Go to Market” strategy along with the five key steps. To support your statement, use Mama Earth’s Model of E-commerce with respect to Brick & Mortar model. **(1x20=20 Marks)**

Q2. Refer the six steps of Product and Category launch listed below, arrange them in sequential order and **elaborate** with an example: **(2x6=12 Marks)**

- a) Target audience
- b) USP
- c) Strategy
- d) Go to market
- e) Category creation
- f) Route to market

Q3. In your opinion, why below mentioned steps are important in Product and Category management metrics. **Justify.** **(8 Marks)**

