



M.TECH DEGREE EXAMINATIONS: NOV/DEC 2023

(Regulation 2018)

Third Semester

MASTERS OF TECHNOLOGY MANAGEMENT

P18TME0059 : New Product Strategies

COURSE OUTCOMES

- CO1:** Apply tools & techniques to identify new opportunities and develop new ideas
- CO2:** Determine the layers in the design & development of the product, with specific classification on the requirements on software, hardware and integration.
- CO3:** Explain the approach for any product/services throughout its lifecycle - discovery, development, manage & market
- CO4:** Discuss the advantages of agile product development
- CO5** Develop a roadmap for a new innovative product and predict its evolution & growth.

Time: Three Hours

Maximum Marks: 100

**Answer all the Questions:-
PART A (10 x 1 = 10 Marks)**

1. What defines a New Product? CO1 [K₂]
- a) Anything offered in the market b) A product perceived as new
by customers
- c) Something meeting market needs d) A product with added
features
2. What type of innovation did Google demonstrate with the introduction of Google Docs, Sheets, and Slides? CO1 [K₂]
- a) New features b) New add-ons
- c) Brand-new company d) Sister product
3. What problem-solving step involves confirming the significance of an identified problem? CO1 [K₂]

PART B (10 x 2 = 20 Marks)

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| 11. Define New Product Categories and provide an example for each. | CO1 | [K ₂] |
| 12. Cloud Vs. On-Premise - Advantages and Disadvantages | CO1 | [K ₂] |
| 13. How to safeguard intellectual property - Software and hardware products? | CO3 | [K ₂] |
| 14. What is Delayed Gratification? | CO2 | [K ₂] |
| 15. What are the Advantages and Disadvantages of a S/W only product? | CO4 | [K ₂] |
| 16. What do you mean by a Frictionless Customer? | CO4 | [K ₂] |
| 17. Define PaaS & SaaS | CO5 | [K ₂] |
| 18. Difference between Pay as you go and Time of use model | CO1 | [K ₄] |
| 19. Explain Product as a service | CO1 | [K ₂] |
| 20. What is a supply chain? | CO4 | [K ₂] |

PART C (6 x 5 = 30 Marks)

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| 21. How does understanding the market, client, technology, and limitations contribute to solving existing problems with new products? | CO1 | [K ₂] |
| 22. Describe three potential issues related to Open Source Software (OSS) and their impact on the software industry. | CO2 | [K ₂] |
| 23. Choose a successful case study (e.g., Netflix, Airbnb) and analyze how it aligns with the categories of new products. Discuss its impact and relevance in today's market. | CO3 | [K ₂] |
| 24. Define and differentiate between the five main types of business solutions | CO4 | [K ₂] |
| 25. Explain the significance of supply chain optimization in new product strategies. How to optimize the supply chain and mitigate potential risks. | CO2 | [K ₂] |
| 26. Explain the differences between Product, Platform as a Service (PaaS), Service, Service As-A-Result, and Results-only business models. | CO3 | [K ₂] |

Answer any FOUR Questions

PART D (4 x 10 = 40 Marks)

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| 27. Compare the advantages and disadvantages of Cloud Computing versus On-Premise solutions in the IT industry. Utilize case studies from companies like Salesforce, Adobe, or GE that have transitioned to cloud-based infrastructures. | CO2 | [K ₂] |
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Evaluate the factors influencing the decision-making process between these two deployment models

28. Compare and contrast the evolution of Netflix as a new product in the entertainment industry compared to traditional media sources. Discuss the challenges faced by Netflix and the factors contributing to its success in transitioning from a DVD rental service to a leading streaming platform. CO2 [K₂]
29. Evaluate the different types of business solutions (Product, PaaS, SaaS, Service, Results-only business). Discuss the distinctive characteristics, revenue recognition methods, and operational strategies associated with each type. Provide examples of companies representing each business solution type CO5 [K₄]
30. An Electronics Company faces a recurring challenge with identifying and managing defective parts within its supply chain. As the Operations Lead, design a comprehensive strategy to efficiently identify, handle, and return defective parts to ensure minimal disruption in the production process. Outline the step-by-step process for managing defective parts, addressing logistical challenges, and establishing stronger linkages with suppliers to prevent future occurrences. Moreover, propose how this strategy contributes to the overall optimization of the supply chain while maintaining cost-effectiveness CO2 [K₅]
31. Explain, with practical illustrations, how a comprehensive understanding of market, client needs, technology, and limitations collectively contribute to successful problem-solving through the introduction of new products. CO3 [K₂]
