

MAN 303 T - PRODUCT MANAGEMENT

Usage of Pictures (hand drawn / computer edited) to describe the concept / thought is strongly encouraged

Questions

1. List the relative advantages and disadvantages of involving the customers in the concept generation process.
2. IIITDM is interested in building a tool kit for telemedicine (**e.g TytoCare**) which will assist the patients for precautions, treatments etc.. You are identified as the product Manager. How would you plan for gathering needs considering the diverse interests / requirements in the Indian market? **Note:** *You have to identify the needs (restrict yourself to particular demographic) not the specifications of the product.*
3. Consider yourself as the Brand owner of Kottakal Arya Vaidya Sala exploring to enter the market with solutions for immune booster during COVID, such as below



- a) Identify Key Business Goals
- b) Key market segments to address
- c) Key stakeholders and Assumptions
- b) Prepare an advertising strategy