GL BAJAJ
Institute of Management & Research
Greater Noida
FIND YOUR SPARK

Plot No. 2, Knowledge Park-III, Greater Noida (U.P.) –201306

POST GRADUATE DIPLOMA IN MANAGEMENT (2024-26)
END TERM EXAMINATION (TERM -V)

Subject Name: **New Product Management**	Time: **02.00 hrs.**
Sub. Code: **PGO51**	Max Marks: **40**

Note:

All questions are compulsory. Section A carries 12 marks: 6 questions of 2 mark each, Section B carries 18 marks having 3 questions (with internal choice question in each) of 6 marks each and Section C carries 10 marks one Case Study having 2 questions of 5 marks each.

Kindly write the all the course outcomes as per your TLEP in the box given below:

CO-1: Students will be able to understand core concepts of various investment opportunities for the investor 's decisions

CO-2: Students will be able to understand and apply the role of security markets for different investment options with the application of digital tools

CO-3: Students will be able to apply and analyze the techniques for stocks valuation

CO-4: Students will be able to apply and analyze the techniques for bonds valuation

CO-5: Students will be able to understand and evaluate the various fundamental and technical analysis tools

CO-6: Students will create and analyze portfolio including the stocks from various sectors

SECTION - A

Attempt all questions. All questions are compulsory.   **2×6 = 12 Marks**

Questions	CO	Bloom's Level
Q. 1: (A). What is the significance of image processing techniques in developing a new product?	CO-1	L-2
Q. 1: (B). How does image enhancement contribute to product success in the market?	CO-1	L-2
Q. 1: (C). How can image-based product search support new product launches?	CO-1	L-2
Q. 1: (D). Name any two companies which have launched recently new products. Also, mention products.	CO-2	L-3
Q. 1: (E). What is image-based personalization, and how does it add value to new product offerings?	CO-2	L-3
Q. 1: (F). Can we introduce a new cab booking application in which a customer can share current location in chat for rider making pickup journey easy? If yes/no, Justify.	CO-2	L-3

SECTION – B

All questions are compulsory (Each question have an internal choice. Attempt any one (either A or B) from the internal choice)   **6 x 3 = 18 Marks**

Questions	CO	Bloom's Level

Questions	CO	Bloom's Level
Q. 2: (A). How can future technologies like AR and VR enhance new product development using image processing?	CO-2	L-4
Or		
Q. 2: (B). What limitations and ethical concerns are associated with image processing in marketing?	CO-2	L-4
Q. 3: (A). What are the strategic advantages of using image processing in marketing management?	CO-4	L-5
Or		
Q. 3: (B). Discuss the impact of image processing on consumer behavior and purchase intention.	CO-4	L-3
Q. 4: (A). How do image processing techniques support branding and packaging design for new products?	CO-3	L-5
Or		
Q. 4: (B). Explain image segmentation and its relevance to understanding customer preferences.	CO-3	L-5

SECTION - C

Read the case and answer the questions   **5×02 = 10 Marks**

Questions	CO	Bloom's Level
Q. 5: Case Study: Launch of "SmartFit Activewear" Using Image Processing: SmartFit is an Indian start-up planning to launch a new line of smart activewear through an online-only channel. Since customers cannot physically touch or try the product, the company plans to heavily rely on advanced image processing techniques to support the new product launch. The marketing team uses image enhancement to improve brightness, contrast, and sharpness of product images so that fabric texture and fit are clearly visible. Image segmentation and object recognition are used to highlight specific product features such as stretch zones, sweat-wicking panels, and logo placement. To differentiate the product, SmartFit also introduces an image-based product search feature on its website, allowing customers to upload photos of workout apparel they like and find visually similar SmartFit products. Additionally, using image-based personalization, customers receive customized product recommendations based on their browsing behaviour and visual preferences. While these techniques improve customer engagement and purchase intention, the management is concerned about data quality, ethical use of customer images, and long-term brand consistency. **Questions:** **Q. 5: (A).** How can image processing techniques support the new product launch and positioning strategy of SmartFit Activewear? Explain with reference		

	CO-5	L-2
to at least two techniques used in the case.		
Q. 5: (B). What managerial and ethical challenges should SmartFit consider while using image-based personalization and image-based product search in new product management?	CO-5	L-5

Kindly fill the total marks allocated to each COs in the table below:

COs	Marks Allocated
CO1	6 Marks
CO2	12 Marks
CO3	06 Marks
CO4	06 Marks
CO5	10 Marks