**New Product Development and Managing Innovation**

**June 2023 Examination**

**Question 1: In the context of physical products, what are the different types of product packaging and what needs do packaging help with? Consider the example of Great Point, a nearby super market. As you walk through the aisles of the supermarket, think about and list examples for the 3 different types of product packaging.**

**Ans:**

**Introduction**

When a product is introduced to the market, the packaging it is marketed in plays an integral part in deciding how successful the product will be and how long it will continue to be successful. The object's contents are covered, its quality and freshness are maintained, and its aesthetic attraction is advanced, all operating together to inspire more excellent buyers to buy the product in question. Primary, secondary, and tertiary packaging is the names of the three distinctive sorts of product packaging in that order. Primary packaging is the maximum essential kind of all the other It is only half solved

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**Question 2: Ashutosh works as a product manager for a large multi-national video content platform (eg. Tik Tok, Instagram etc.). The company would like to create a new app targeted at older population, aged 60+ years. Ashutosh is entrusted with the development of the new product. Describe the approach across the different steps in generic product design and development process that he should follow.**

**Ans:**

**Introduction**

Designing and developing an accepted product includes numerous stages, such as the genesis of new thoughts, the improvement of new ideas, checking out and validation, design and development, and the actual product launch. The following are some guidelines that I have for Ashutosh on how he should handle each level of the system for the new software; this is geared at senior citizens:

Idea generation is the first segment within the product design manner, and it's miles the step

**Question 3. a: Using a real-life example from your industry of choice (eg. Automobile, FMCG etc.), explain how innovation is different from invention? Why should companies innovate?**

**Ans:**

**Introduction**

In the context of statistics technology, the improvement of Smartphone generation offers a practical example of the assessment between innovation and invention. The IBM Simon was the very first product called a "Smartphone," and it's far possible to retrace the evolution of

**Question 3. b: Imagine that you are the product manager of one of the hyper-local delivery aps -eg.Swiggy, Dunzo etc. The management has asked you to use the Kano model and write a report on the different types of product features in the appl. Explain the Kano model and the different types of product features with an example.**

**Ans:**

**Introduction**

The Kano model is a helpful method for analyzing customers' requirements and expectations of a specific product or service. In the Eighties, Japanese scholar Noriaki Kano was the only one who came up with the idea for it. The model divides product characteristics into the