22 Lecture - MGT301

Important Subjective

1. **What are the four stages of the product life cycle?**
   Answer: The four stages of the product life cycle are introduction, growth, maturity, and decline.

2. **What is the primary goal of the introduction stage?**
   Answer: The primary goal of the introduction stage is to create awareness and generate interest in the new product.

3. **What are some common characteristics of the growth stage?**
   Answer: During the growth stage, sales and profits increase rapidly as the product gains market acceptance. Competition may also increase as other companies try to enter the market.

4. **What are some common strategies used during the maturity stage?**
   Answer: Strategies used during the maturity stage may include price reductions, product differentiation, and increased marketing efforts.

5. **How can companies extend the life of a product in the decline stage?**
   Answer: Companies can extend the life of a product in the decline stage by reducing costs, finding new uses for the product, or targeting new markets.

6. **What are some potential risks of extending a product's life beyond its natural life cycle?**
   Answer: Some potential risks of extending a product's life beyond its natural life cycle include decreased profitability and increased competition from newer, more innovative products.

7. **What are some advantages of being a first mover in a new product category?**
   Answer: Advantages of being a first mover in a new product category may include higher profits, increased market share, and the ability to establish brand recognition.

8. **What are some disadvantages of being a first mover in a new product category?**
   Answer: Disadvantages of being a first mover in a new product category may include higher costs associated with research and development, marketing, and establishing distribution channels.

9. **What are some strategies for revitalizing a product in the maturity stage?**
   Answer: Strategies for revitalizing a product in the maturity stage may include updating the product's design, improving product features, or targeting new customer segments.

10. **How can a company determine when it's time to phase out a product?**
    Answer: A company may determine it's time to phase out a product by evaluating its sales performance, profitability, and potential for future growth. Other factors may include changes in customer preferences or the emergence of new, more innovative products.