

SECTION-B

2. What are three important aspects of a successful product?
3. Define Product Development. How is it done?
4. Differentiate between brand product and own label product. Give examples of both categories.
5. What are reasons for product obsolescence?
6. What is Product Mix? Write its importance.

SECTION-C

7. Explain Product Orientation
8. Describe types of market researches.
9. What is promotional planning? Explain budget and funding for the same.

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