

Total No. of Questions: 09

# B.Sc.(FT) (2012 & Onwards) (Sem.-6) PRODUCTION PROMOTION AND DEVELOPMENT

Subject Code: BSFT-603 M.Code: 72339

Time: 3 Hrs. Max. Marks: 60

### **INSTRUCTION TO CANDIDATES:**

- SECTION-A is COMPULSORY consisting of TEN questions carrying TWO marks each.
- 2. SECTION-B contains FIVE questions carrying FIVE marks each and students have to attempt any FOUR questions.
- 3. SECTION-C contains THREE questions carrying TEN marks each and students have to attempt any TWO questions.

#### **SECTION-A**

#### 1. Write a short note on / Fill in the blank:

- a. Define Services
- b. Define Sales Orientation
- c. Draw Product Life Cycle.
- d. Give example of promotional message
- e. Mention types of new products.
- f. Explain role of in depth interviews with examples.
- g. Why is product diversification important?
- h. How do we do pretesting in promotional planning process?
- i. What are the steps of product positioning?
- j. A new product when progresses through a sequence of stages from introduction to growth, maturity, to decline is called as ...........

1 | M-72339 (S2)-1223

## **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 obsolesce?
- 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.

NOTE: Disclosure of Identity by writing Mobile No. or Making of passing request on any page of Answer Sheet will lead to UMC against the Student.

**2** | M-72339 (S2)-1223