

TYBBA Examination: APRIL-2016

Subject Code: 76121

Subject Name: Product Planning and Management

Total Marks: 70

SECTION- A

Q:1 Explain classification of product. Discuss both traditional and modern approach to product along with importance of it. (15)

OR

Q:1 Discuss various strategies of market Challenger and follower with appropriate examples. (15)

Q:2 Discuss significance of product innovation for a marketer. (10)

OR

Q:2 What is product. Write a detail note on product life cycle with diagram. (10)

Q:3 Write Short Notes. (Any Two) (10)

1. concept of market evolution
2. Labeling and packaging
3. Product line decision

SECTION – B

Q:1 Define product positioning? Write a detail note on product positioning strategies with suitable example of your choice. (15)

OR

Q:1 Define service marketing. Explain various characteristics and classification of service with example. (15)

Q:2 Explain in detail about product differentiation strategies. (10)

OR

Q:2 What is service tangibility? How marketer can add tangibility to its intangible services? (10)

Q:3 Write Short Notes. (Any Two) (10)

1. Product adoption process
2. Characteristics of services
3. Licensing & Franchising