

SEM V BBA Examination
March-April-2016
Product Planning & Management- I

P.No.505 ,Code No. :- 3739

Time 3 Hours

Mark:70

Q-1 Describe Various types of product in detail with contemporary examples. 14

OR

Q-1 Define product. How would you classify the product based on its characteristics. 14

Q-2 What is product Line ? Discuss various product line decisions with recent examples. 14

OR

Q-2 Discuss various product mix decisions in detail. 14

Q-3 Define Product portfolio. Discuss any of its model in detail with example. 14

OR

Q-3 Define brand. Explain various significance of product branding in detail. 14

Q-4 Discuss various Stages of product life cycle in detail with individual stage examples. 14

OR

Q-4 Discuss the Strategies for market challengers and nichers in detail with examples. 14

Q-5 Describe New Product Development Process in detail with examples. 14

OR

Q-5 How Product Innovation is helpful in competitive market ? Discuss with examples. 14