

TY BBA March/April-2017 Examination

Product Planning & Management- 8886

3Hours

100 Marks

- 1) Discuss various classification of product with illustration. 20

OR

- 1) Discuss concept of product line & mix with example and various decision involved in it. 20

- 2-A) Explain tools given by Boston Consulting Group for product portfolio analysis. 10

- 2-B) Explain branding, packaging & labeling. 10

OR

- 2) A) what do you mean by Market challenger? As a Challenger, What types of strategy would you use to beat leader? 10

- B) Explain concept of PLC with diagram. 10

- 3) Discuss new product development process with example. 20

OR

- 3) Explain reason for new product failure with recent example. 20

- 4-A) Explain about adoption & diffusion of new product. 10

- 4-B) Explain any two types of product differentiation. 10

OR

- 4) Explain concept of product positioning & discuss various strategy for product positioning. 20

- 5) Explain characteristics of service. 20

OR

- 5) Explain service classification & strategy for service marketing. 20