

APRIL - 2015

B. B. A. Examination
Semester VI

PRODUCT PLANING & MGT.-02 (C. No. 3752)

Marks: 70

Time: 2 hours 30mints

1. Why New Products fail? Support your answer with suitable examples (14)

OR

1. Define and compare Licensing, Franchising and Acquisition.

2. Discuss Adoption process for New Product along with factors affecting the process. (14)

OR

2. Define Differentiation. Discuss different strategies for Differentiating Products with suitable examples.

3. Discuss the Concept of Positioning. Discuss Positioning Strategies for a Brand of your choice. (14)

OR

3. Discuss the process of choosing a differentiation and Positioning Strategy.

4. What role communication plays in Positioning of a Product? Suggest how a firm can effectively communicate the Positioning of its Product. (14)

OR

4. Write short notes on:

- a. Product entry into new markets
- b. Differentiate Adoption and Adaptation.

5. Define Services. Which characteristics of Services makes Marketing of Services different from Marketing of Products? (14)

OR

5. Discuss various Marketing Strategies available for Service Firms with suitable examples.
