

[illegible]

**B.Sc.(FT) (2012 & Onwards) (Sem.-6)**  
**PRODUCTION PROMOTION AND DEVELOPMENT**  
**Subject Code : BSFT-603**  
**M.Code : 72339**

**Max. Marks : 60**

1. **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.**

- a. Define Product Promotion
- b. Product Orientation
- c. Product Adoption
- d. Promotional Messages
- e. Need of Research in Product Promotion
- f. Define Services
- g. Define Sales Orientation
- h. Why is product diversification Important.
- i. Mention types of new Products
- j. Explain role of in depth interviews with examples

### SECTION-B

2. Discuss the Stages of Product Development.
3. Main Cause of Product Failure in the Market.
4. Discuss the concept of product life cycle.
5. Need of Healthy Product position in the market.
6. Need of Sales Orientation in the Business world.

### SECTION-C

7. Define Market Research and its Scope and Procedure for Product Promotion and Product Development.
8. Discuss the meaning of promotion planning and role of budget and funding in the promotional planning of a product.
9. Describe types of Product Orientation.

**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.**