

Roll No.

Total No. of Pages : 02

Total No. of Questions : 09

B.Sc.(FT) (2012 & Onwards) (Sem.-6)
PRODUCTION PROMOTION AND DEVELOPMENT

Subject Code : BSFT-603

Paper ID : [72339]

Time : 3 Hrs.

Max. Marks : 60

INSTRUCTION TO CANDIDATES :

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.

SECTION-A

Q1. Write a short note on :

1. Targeting
2. Budget
3. Product mix
4. Product adoption
5. Diffusion
6. Advertising
7. Customisation
8. Product diversification
9. Product life cycle
10. Market

SECTION- B

- Q2. Explain product positioning and its importance with examples.
- Q3. What is market research? Discuss its significance.
- Q4. What is the meaning of promotion planning and promotional message?
- Q5. Discuss the three facts of a product.
- Q6. List down the differences between product and services. Also explain product benefits.

SECTION-C

- Q7. Discuss the product and sales orientation for an apparel business.
- Q8. What is product development? Discuss the stages in product development process.
- Q9. Differentiate between branded products and own label products. Also discuss the function of a brand from consumer point of view.