

- Q. 1 : Explain the term ‘New Product Failure’.
- Q. 2 : What is New Product Planning?
- Q. 3 : Discuss any one stage of PLC.
- Q. 4 : What do you mean byproduct Mix.?
- Q. 5 : What is Branding?
- Q. 6 : What is Packaging?

II : LONG ANSWER TYPE QUESTIONS :-

- Q. 1 : Write Short Notes on :-
(A) Product Mix. (B) Product Decisions
- Q. 2 : What do you mean by Product? Write necessities for Developing a Product.
- Q. 3 : What do you mean by Product Life Cycle? Elaborate all the phases of PLC with diagram.
- Q. 4 : What are the various Strategies framed to increase the time duration of particular phase in PLC?
- Q. 5 : What do you mean by New Product Development? Also mention challenges and threats of new product development.

UNIT – IV

I : SHORT ANSWER TYPE QUESTIONS :- (150 words)

- Q. 1 : Define Price/Pricing.
- Q. 2 : What do you mean by Distribution in Marketing?
- Q. 3 : What is Retail Distribution?
- Q. 4 : Explain the Concept of Promotion.
- Q. 5 : What is Public Relation in Marketing?
- Q. 6 : Define Advertising and Personal Selling.
- Q. 7 : Write about Sales Promotion.
- Q. 8 : Write a note on Electronic Marketing.
- Q. 9 : What do you mean by International Marketing?
- Q.10 : Write about CRM & Rural Marketing.

II : LONG ANSWER TYPE QUESTIONS :-

- Q. 1 : Explain briefly the concept of Promotion Mix with various types of its ingredients.
- Q. 2 : Write Short Notes on :-
(A) B2C Marketing (B) B2B Marketing (C) C2C Marketing
- Q. 3 : What are its various objectives of Pricing? Explain them briefly.
- Q. 4 : Write Notes on :-
(A) Pricing Strategies (B) Policies of Pricing
(C) Methods of Pricing
- Q. 5 : Discuss the ways of managing Distribution Channels. Also elaborate the factors affecting distribution Channel.

Mr.Dharmendra Kushwah