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Total No. of Pages : 02

Total No. of Questions : 09

**B.Sc.(FT) (Sem.–6)**  
**PRODUCTION PROMOTION AND DEVELOPMENT**  
Subject Code : BSFT-603  
M.Code : 72339  
Date of Examination : 08-07-22

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**

**1. Write a short note on :**

- (a) Brand Product
- (b) Own Label Product
- (c) Business Orientation
- (d) Product adoption.
- (e) Product Diffusion
- (f) Promotion
- (g) Product Mix
- (h) Market research
- (i) Product Positioning
- (j) New Product

## **SECTION-B**

2. Explain brand product and own label products benefits.
3. What do you mean by product development? Explain the stages of product development process.
4. What do you mean by product life cycle? How can we classify new product?
5. Define product and services and three facets of product.
6. Define market research and explain the types and technique in marketing.

## **SECTION-C**

7. Discuss in detail the need of research in product diversification and kind of diversification.
8. Explain the types of new product and need of market research in detail.
9. Explain in detail about product positioning and obsolesce.

**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.**