



# B. P. COLLEGE OF BUSINESS ADMINISTRATION

(Constituent college of Kadi Sarva Vishwa Vidhyalaya)

**MID-SEM Examination- February, 2013**

Date: 13/02/13

**BBA SEM-IV**

Total marks: 40

Roll No.....

SUB: Marketing Management- II [BBA21]

Duration: 1.5Hours

Q 1 Do as directed

8 marks

- A. Explain the various levels of product
- B. Explain only the various stages of PLC with the help of an diagram

Q 2 Do as directed

8 marks

A)

1. \_\_\_\_\_ products are limited in supply and long time contracts are common
2. Goods which are regularly used are \_\_\_\_\_ goods
3. The strategy when the company launches the product at higher price and higher promotion is \_\_\_\_\_
4. \_\_\_\_\_ is a working model and are developed in limited number

B)

Explain with the help of the diagram the classification of customer goods

OR

Explain with the help of the diagram the classification of industrial goods

Q 3 Do as directed

8 marks

- A. Explain in detail the various strategies used in the PLC **only during** the introduction stage

OR

- A. Explain in detail the various product mix strategies

Q 4 Do as directed

8 marks

- A. Explain in detail the concept testing and analysis stage of new product development

OR

- A. Explain the product development stage of new product development

Q 5 Write short notes

8 marks

- A. Product mix

OR

- A. Concept Testing and Analysis