

B.P.College of Business Administration

SEM- IV Subject: BBA 21 Marketing Management-II

Assignment No-1, Date:17-11-2014

(Based on Chapter-1)

Que-1 Explain the various levels of products with suitable examples for the same product at different level

Que-2 Classification of products based on customer and industrial goods with suitable example

Que-3 Explain product mix and draw the product mix of HUL

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1. _____ is the set of attributes and conditions a buyer normally expects when they purchase the product.
A Expected product B Augmented product C Potential product D Basic product.
2. _____ goods will remain for longer period of time
A. Durable B. Non durable C. Tangible D. Non tangible
3. Goods which are regularly used are _____ goods
A. Shopping goods B convince good C Specialty goods D . Un-sort goods
4. The goods which we do not want to buy but might have to buy it sometime are
A. Shopping goods B convince good C Specialty goods D . Un-sort goods
5. Goods for which customers will take out time for comparison of price, quality, brand name are
A. Shopping goods B convince good C Specialty goods D . Un-sort goods
6. _____ enters the finished product with no change in form
A. component parts B Natural products C component materials D . Capital items