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Total No. of Pages: 02

Total No. of Questions: 09

Bachelor of Science (Fashion Technology) (Sem. – 6)

PRODUCTION PROMOTION AND DEVELOPMENT

Subject Code: BSFT-603

M Code: 72339

Date of Examination : 04-01-2023

Time: 3 Hrs.

Max. Marks: 60

INSTRUCTIONS 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 short notes on:
 - a) Product adoption & diffusion
 - b) Product lifecycle
 - c) Budget and funding in promotional planning
 - d) Product obsolesce
 - e) Promotion
 - f) Starting point of product development
 - g) Last point of product development process
 - h) Types of new product
 - i) Product orientation
 - j) Sales orientation

SECTION-B

2. What are the various techniques of market research?
3. What is product diversification? Explain with example.
4. Define product positioning and its importance.
5. What are the three facets of a product? Explain.
6. Explain orientation in business.

SECTION-C

7. What is promotional planning? Explain in detail.
8. Explain the process of product development in detail.
9. Explain market research- its meaning, scope and types.

NOTE : Disclosure of Identity by writing Mobile No. or Marking of passing request on any paper of Answer Sheet will lead to UMC against the Student.