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MS-63

June – Examination 2020

**Master of Business Administration
Examination**

Product and Advertising Management

Paper : MS-63

Time : 3 Hours]

[Maximum Marks : 70

Note :- Attempt any *five* questions. Each question carries equal marks.

1. Examine the role of Marketing Manager and R & D Manager for new product development.
2. Examine the systematic approach for product planning using probability estimates.
3. Discuss the decision-making framework of promotional strategy for a product.
4. Discuss the reasons for shorter product life cycles experienced nowadays.

5. What is the basis of generating ideas for new product development ?
6. Examine the process of new product launch.
7. Examine the problems in formulating sales forecast for a consumer durable.
8. Examine the importance of branding in marketing a product.
9. Discuss the concept of segmenting, targeting and positioning.
10. Discuss the importance of packaging as a tool of market cultivation.

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