

SECTION – II

- Q-4** **Attempt the Following questions** **(07)**
- a. What do you mean by Adoption? **01**
 - b. Give Full Form of NPD **01**
 - c. Give any two example of Pure-click companies **01**
 - d. Explain the concept of Marketing Channel **01**
 - e. Give any two example of co-branding **01**
 - f. What do you mean by Product Mix? **01**
 - g. Give Full Form of VMS **01**
- Q-5** **Attempt all questions** **(14)**
- (a) Discuss the Porter’s Five force model **07**
 - (b) What are the ways of differentiating the product in the market **07**
- OR**
- Q-5** **Attempt the following question** **(14)**
- (a) Discuss the Market Challenger’s strategies **07**
 - (b) Explain the various competitive strategies for market follower with relevant examples. **07**
- Q-6** **Attempt all questions** **(14)**
- (a) Define Product. Discuss the Characteristics of Product **07**
 - (b) Explain all the eight stages of New Product Development Decision Process **07**
- OR**
- Q-6** **Attempt all Questions** **(14)**
- (a) Explain the steps involved in Adoption process **07**
 - (b) What are the ways of differentiating the services in the market **07**

