

Name:  
Enrolment No:



UNIVERSITY WITH A PURPOSE

**UNIVERSITY OF PETROLEUM & ENERGY STUDIES**

**Online End Semester Examination – May, 2021**

**Course: New Product and Services Development**  
**Program: BBA FBE**  
**Course Code: MKTG 2033P**

**Semester: IV**  
**Time: 03 hrs.**  
**Max. Marks:100**

**SECTION A**

**1. Each Question will carry 5 Marks**

**2. Instruction: Complete the statement/Select the correct answer (s)**

Sl.No.	Question	COs
Q1	Is a New product important for the family businesses?	CO1
Q2	How diversification is different than new product?	CO1
Q3	Suggest the relevance of new products in COVID pandemic.	CO1
Q4	How will you differentiate the new services with innovative services?	CO1
Q5	“New Service development is not just an idea generation.” Comment.	CO1
Q6	Do you agree that family businesses in India usually do not adopt new products?	CO2

**SECTION B**

**1. Each question will carry 10 marks**

**2. Instruction: Write Short/brief notes**

Q7	Discuss the importance of conducting a systematic research in developing a new product.	CO2
Q8	Describe the growth stage of New Product Development Life Cycle.	CO3
Q9	What are the important factors for pricing of a new product?	CO3
Q10	Explain the significance of conducting a feedback analysis after the launch of new products.	CO4
Q11	“New products are not always new”- comment with examples.	CO4

**SECTION C**

**1. Each Question carries 20 Marks**

**2. Instruction Write long answer.**

Q12	Explain the significance of Market research in the context of a Family Business. OR Present a Family Business model of India that runs a showroom of a Motor Vehicle Company. What strategies at the business level should you suggest to gain a significant market share/success?	CO5
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