



Name:			
Enrolment No:			
<b>UNIVERSITY OF PETROLEUM AND ENERGY STUDIES</b> End Semester Examination, December 2022			
Course: New Products and Services Development		Semester: Fifth	
Program: BBA FB & E		Time : 03hrs.	
Course Code: MKTG 2033		Max. Marks: 100	
Instructions:			
SECTION A 10 Qx2M=20Marks			
S. No.		Marks	CO
Q 1	What are the different ways a company can obtain a new product?  A. By research and development B. By redesigning the product C. By modifying the product D. By hiring dynamic personnel	2	CO1
Q.2	Laggards constitute ____ % in the diffusion process  A. 13.5% B. 16% C. 14.5% D. 16.5%	2	CO1
Q.3	Which stage in new product and services development is preceded by concept development and testing  A. Developing marketing plans B. Screening of ideas C. Idea Generation D. None of the above	2	CO1
Q.4	Which of the following is a potential reason for a new product to fail?  A. An under estimated market size B. A poorly designed product C. Wrong positioning of a product D. Ineffective advertising	2	CO1

Q.5	<p>The purpose of _____ is to create large number of ideas whereas in _____ process the number of ideas get reduced</p> <p>A. Idea generation, idea screening  B. Idea screening, idea generation,  C. Idea, generation and concept testing  D. None of the above</p>	2	CO1
Q.6	<p>A product perceived as new by consumers, New experience and an additional variant is considered as</p> <p>A. Old product  B. Modified product  C. Refabricated product  D. New product</p>	2	CO1
Q.7	<p>An Oligopoly market structure constitutes</p> <p>A. Large number of producers  B. Only one producer  C. Few large producers  D. None of the above</p>	2	CO1
Q.8	<p>_____ is the service provided to consumers to design their products</p> <p>A. Product modification  B. Product customization  C. Product applications  D. All of the above</p>	2	CO1
Q.9	<p>The majority of companies protect their new inventions and products by</p> <p>A. Copyright  B. Patent  C. Trademark  D. All of the above</p>	2	CO1
Q.10	<p>Companies use simulated test markets to test new products in a simulated _____ environment</p> <p>A. Controlled  B. Shopping  C. Modified  D. All of the above</p>	2	CO1

<b>SECTION B</b> 4Qx5M= 20 Marks			
Q.11	Who are product Champions?	5	CO3
Q.12	What are the sources from where new product and service ideas can be derived from?	5	CO2
Q.13	What are the factors which differentiate an innovation-driven organization from a non-innovation-driven organization?	5	CO3
Q.14	How innovation can help companies to develop similar but differentiated products. Provide suitable examples.	5	CO3
<b>SECTION-C</b> 3Qx10M=30 Marks			
Q.15	Explain the skimming and penetration strategies a company can adopt to get the new product and service into the market.	10	CO4
Q.16	What is the scope of innovation under different market structures?	10	CO2
Q.17	Which companies according to you were not able to exploit the first mover advantage and why	10	CO3
<b>SECTION-D</b> 2Qx15M= 30 Marks			
Q.18	What are the different types of innovation taking into consideration market development and technological existence? Use relevant examples to support your answer.	15	CO4
Q.19	You are appointed as a new product development manager in a company producing Electric vehicles. Taking into consideration your profile you are responsible for the generation of new products. What is the new product development process you would follow? Explain.	15	CO4