

University of Pune
Department of Management Sciences
MBA-BT Semester III
Mid-Semester Exam October 2011

305- Marketing Specialization I

Max. Marks: 40marks

Time: 2Hrs

Note:- All Questions are compulsory

- Q1) What is Product Life Cycle? Discuss with examples the various stages of PLC with their characteristics, Objectives & Strategies. **12 Marks**
- Q2) Explain in detail the New Product Development Process. **12 Marks**
- Q3) a) Compare Industrial Marketing Vs Consumer Marketing **8 Marks**
b) Discuss in detail the various stages in Industrial Buying Process? **8 Marks**