

**University of Pune**  
**Department of Management Sciences**

**MBA-BT Semester II**  
**Mid Semester Backlog Exam Feb 2012**

**104- Basics of Marketing**

**Question Paper: 40marks**

**Time: 2Hrs**

**Note:-All questions are Compulsory**

Q1) What is Product Life Cycle? Discuss the PLC for a Biotech Product. **10 Marks**

Q2) Explain in detail, the New Product Development Process and Product Adoption Process;  
**10 Marks**

Q3) a) Discuss in detail the challenges in Industrial Marketing and Consumer Marketing?  
**10Marks**

b) Discuss the role of various participants in Industrial Buying Process?  
**10 Marks**