

**Note : 1) Attempt any FIVE questions.**

- Q.1    A)    Discuss the classification of product in detail. (10)
- B)    Explain the role of product in marketing and communication. (10)
- Q.2            Explain Product Life Cycle at length. (20)
- Q.3            What is product Positioning? Explain its importance and throw light on the benefits of product positioning. (20)
- Q.4            What is Branding? Explain benefits of Branding. How it is significant to consumers and firms. (20)
- Q.5            Explain types of Co-Branding in detail. (20)
- Q.6            What is Brand Positioning? Explain Brand positioning process. (20)
- Q.7            Write short notes on any TWO:- (20)
- 1)    Product Development Process.
- 2)    Brand Revitalisation.
- 3)    Celebrity Endorsement.