

ASSESSMENT**Total Marks: 30**

- 1.** Give short answers to the following questions: (25)
 - I.** What does product innovation mean?
 - II.** What are the major steps involved in the development of a new product?
 - III.** What does product lifecycle mean?
 - IV.** List the stages involved in the product lifecycle.
 - V.** Explain how the marketing mix has to be changed during the different stages of the product's lifecycle?

- 2.** State whether the following statements are True or False: (5)
 - i. Product innovation is necessary to meet the changing preferences of consumers.
 - ii. Products, which are thoroughly screened during the development stage, always succeed in the market.
 - iii. New product ideas generate from consumers only.
 - iv. Product is introduced in the target market in full scale during market testing.
 - v. New products fail only because of unreasonable price.