

Product Service Mgmt

(MARKT)

05/11/2002

Roll No. -----

Total Number of questions : 3

Total No. of printed pages: One

Maximum Marks – 50

Note:

Answer all questions

PSM 03

Question No. 1: (20 marks)

Prepare a marketing plan for any physical product or service product

Question No.2: (15 marks)

Explain the Services Gap model with relevant examples

Question No.3: (15 marks)

Explain the following models:

- a. BCG Matrix
- b. GE Model for market attractiveness
- c. New Product Diffusion Process
- d. Power Brands
- e. Switching Matrix
- f. Commodity vs. Brand curve