

ASSESSMENT # 4**Total Marks: 30**

Answer the following questions:

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.