

1. Product development involves the ————  
(A) Adding, dropping and modification of item specifications in the product line for a given period of time usually one year  
(B) Reducing the cost of product selling  
(C) Reducing the cost of production of a product  
(D) Reducing the quality of a product  
(E) All of these
2. The element of product development includes-----  
(A) Product innovation  
(B) Product improvement  
(C) Packaging improvement  
(D) All of these  
(E) None of these
3. Innovation means-----  
(A) To reduce the area of market  
(B) To making the planning  
(C) To find out the new ideas  
(D) Promotion  
(E) Accounting
4. The process of establishing particular physical attributes and chemical compositions against other items may be compared, known as-----  
(A) Centralisation  
(B) Standardisation  
(C) Improvement  
(D) Development  
(E) Innovation
5. ISO stand for-----  
(A) Indian school of organisation  
(B) Indian soap organisation  
(C) Indian soap office  
(D) International organisation for standardisation  
(E) None of these
6. Which is the steps of product development process ?  
(A) Exploration  
(B) Screening  
(C) Business analysis  
(D) Test marketing  
(E) All of these
7. Which is necessary for product planning and development ?  
(A) New product department  
(B) Research department  
(C) Top level organisation  
(D) Product team  
(E) All of these
8. Style is defined as -----

(A) Characteristic or distinctive of characteristic mode of presentation, construction, or execution in any art, employment, or product, especially in any fine are, also distinctive manner or mode singing, playing behaving etc.

(B) A planning of production

(C) A cost product

(D) A quality of product

(E) All of these

9. Product identification involves-----

(A) Branding activities

(B) Packaging activities

(C) Labelling activities

(D) All of these

(E) None of these

10. A brand is a-

(A) Name

(B) Term

(C) Symbol

(D) Design

(E) All of these

11. Dalda is a-----

(A) Brand

(B) Goodwill

(C) Patent

(D) Copyright

(E) All of these

12. A trademarks may be protected by-----

(A) Bank

(B) Consumer

(C) Law

(D) Producer

(E) Manufacturer

13. Trade mark is a-----

(A) Machine

(B) Product

(C) Service

(D) Brand

(E) Promotion Technique

14. All trademark may be-----

(A) Brand

(B) Product

(C) Service

(D) Goodwill

(E) Law

15. Which is the example of brand ?

- (A) Tuphan fan
- (B) Ink
- (C) Gar
- (D) Jus
- (E) House

16. A reseller brand is one that is placed on the offering of a-----

- (A) Wholesaler
- (B) Retailer
- (C) Car
- (D) Bank
- (E) (A) and (B) are both

17. Which is the method of Brand Testing ?

- (A) Memory test
- (B) Learning test
- (C) Association test
- (D) Preference test
- (E) All of these

18. Container is a part of -----

- (A) Production
- (B) Sales promotion
- (C) Marketing
- (D) Product planning
- (E) Packaging

19. Packaging involves-----

- (A) Protection
- (B) Convenience
- (C) Identification
- (D) Differentiation
- (E) All of these

20. A-I-D-A includes-----

- (A) A—Attraction
- (B) I-Interest
- (C) D—Desire
- (D) A—Action
- (E) All of these-

21. PIC may be used for-----

- (A) Production
- (B) Production mix
- (C) Product mix
- (D) Packaging
- (E) Advertising

22. In 'PIC', P stand for-

- (A) Promotion
- (B) Product
- (C) Protection

- (D) Price
- (E) Police

23. In 'PIC', stand for-----

- (A) Identification
- (B) Internal
- (C) Interest
- (D) Innovation
- (E) None of these

24. In 'PIC' C stand for-----

- (A) Cost
- (B) Committee
- (C) Convenience
- (D) Creativity
- (E) Colour

25. Check list may be used for-----

- (A) Production
- (B) Sales promotion
- (C) Planning
- (D) Planning
- (E) Advertising

26. Which is the type of labelling ?

- (A) Brand labels
- (B) Grade labels
- (C) Descriptive labels
- (D) Combination labels
- (E) All of these

27. Descriptive labels maybe used by -----

- (A) Medicine producer
- (B) Ten
- (C) Gold
- (D) PW
- (E) Milk

28. Super 777 soap is an example of-----

- (A) Brand labels
- (B) Grade labels
- (C) Descriptive labels
- (D) Combination labels
- (E) All of these

29. 'Brook Bond Tea Red Labels' is an example of-----

- (A) Brand labels
- (B) Grade labels
- (C) Descriptive labels
- (D) Combination labels
- (E) All of these

30. PLC stand for- -----

- (A) Product Lower Cost
- (B) Product Life Cycle
- (C) Promotion Labor Cost
- (D) Product Life Code
- (E) Production Law Cost

31. The PLC includes, which stages-----

- (A) Introduction
- (B) Growth
- (C) Maturity
- (D) Decline
- (E) All of these

**Answer**

1	2	3	4	5	6	7	8	9	10
A	D	C	B	D	E	E	A	D	E
11	12	13	14	15	16	17	18	19	20
A	C	D	A	A	E	E	E	E	E
21	22	23	24	25	26	27	28	29	30
D	C	A	C	C	E	A	B	A	B
31									
E									