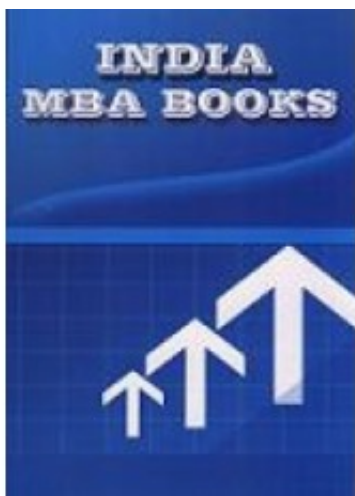


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Unit III

Product – Definition and classification. Product Mix – Product Life Cycle – New Product Development.

Unit IV

Price – factors influencing pricing decision – Steps in setting price and adaptation of price. Distribution Channel – Functions – and design - retailing and wholesaling

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