

Q.2 → Discuss the various level of product? Also explain supply chain management?

Ans → Product:- product is elevation of psychological satisfactions.

A product is the item that is developed and intended for sale in the market.

There are the following level of product

- ① Core benefit
- ② Basic product
- ③ Expected product
- ④ Augmented product
- ⑤ Potential product

Supply chain management:- Supply chain management (SCM) is a multi-functional process which involves management of inter-linked business networks involved in the crucial purpose of delivering products and service required by the end user/customers.