

Q.P. Code: 08059

[Time: 2½ Hours]

[Marks:75]

Please check whether you have got the right question paper.

N.B: 1. All questions are compulsory.

Q. 1 A State TRUE or FALSE - Answer (any 08)

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- 1 Holistic concept is the traditional concept of marketing
- 2 Product research includes reviewing product line.
- 3 Legislations are a part of political environment.
- 4 Government Policy is a controllable marketing factor
- 5 Customer Relationship Management aims at retaining customers.
- 6 The term Marketing Mix was coined by Philip Kotler.
- 7 Maturity stage is the first stage in Product life Cycle
- 8 Packaging is a Silent Salesman.
- 9 Market segmentation divides the entire market in sub markets.
- 10 E-Commerce is cost effective.

B Match the following - Answer (any 07)

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a) Product Concept	i) Initial Low Price
b) Product Depth	ii) Added value like warranty
c) Skimming pricing strategy	iii) Promotion
d) 4 Cs of Marketing	iv) Twitter
e) Augmented product	v) Number of different products in the product line
f) Zero Channel	vi) Initial High price
g) Product length	vii) Customer Convenience
h) Cash Back & Free Gifts	viii) Focuses on enhancing the quality of product
i) Social Media Marketing	ix) Number of versions of each product in the product line
j) Penetration Pricing Strategy	x) No middlemen

Q. 2 a What do you mean by marketing? Explain the advantages of marketing

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b "Marketing is different than selling" Comment

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OR

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- P Explain the concepts: 8
- i. Needs
 - ii. Exchanges
 - iii. Transactions
 - iv. Wants and Demands
- q Discuss the four Ps of marketing 7
- Q. 3 a. What do you mean by marketing environment? Explain the characteristics of marketing environment. 8
- b Distinguish between product research and consumer research 7
- OR
- p What do you mean by consumer behavior? Explain its features 8
- q Discuss the importance of marketing research 7
- Q. 4 a Discuss the stages in new product development 8
- b Explain the role of branding in marketing 7
- OR
- p What is a distribution channel? Suggest, with reasons, suitable distribution channel for the following products: 8
- i. Fruit Juice in Tetra Packs
 - ii. Soaps
 - iii. Motor bike
- q Explain the internal factors affecting pricing policy of a firm 7
- Q. 5 a What is segmentation? Explain Geographic Segmentation and Demographic Segmentation 8
- b Discuss the importance of target marketing 7
- OR
- p Write Short Notes on (Any 3) 15
- i. Marketing Using Social Media
 - ii. Significance of e-marketing
 - iii. Need of Relationship Marketing
 - iv. Features of Social Marketing
 - v. Challenges of Internet Marketing
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