## F. T. BMS D Sem-II ATRT OCH-2018

Paper Code: 76901 / Principles of Marketing.

Q.P. CODE: 35126

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IT:	2 30	Hours]
I I IIIIe:	4.20	HUUISI

[ Marks:75]

Please check whether you have got the right question paper.

N.B:

1. All questions are compulsory.

2. Answer to sub-questions must be written together.

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3.		CHEMICAL TO STREET		set of f	Moduct o.	Hereu	oy a min	ιο, σα,		
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	Up	, Balance	) 	YY NO	_1	and i	ul-mantati	on of	programs desig	ned to bring about
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Y MY	100	E- mark	3 W C.		2.7					
	j.	Position	ing is	what the	e marketir	ng man	ager does t	o the	minds of the cor	nsumers.

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	Q.P. CODE: 35126
Q.2. a. What do you mean by marketing? Discuss its advantages	(8 marks)
b. Discuss the 4C's of marketing  OR	(7 marks)
Q2. c. Distinguish between marketing and selling	(8 marks)
d. Explain the PEST Analysis	(7 marks)
Q.3. a. "Packaging is a silent salesman" Justify	(8 marks)
b. What do you mean by marketing environment? Explain the important	ice (7 marks)
c. Discuss any two types of marketing research	(8 marks)
d. What is consumer behavior? Explain its features	(7 marks)
Q.4. a. What is marketing mix? Discuss its elements	(8 marks)
b. Explain the reasons for failure of new products  OR	(7 marks)
c. Discuss the product life cycle with the help of a diagram	(8 marks)
d. Explain the role of branding in marketing of products	(7 marks)
O.5. a. Discuss the basis of segmenting market	(8 marks)
b. What is positioning? Explain its importance OR	(7 marks)
Q5. Short Notes: (Any 3)	(15 marks)
i. Discuss the various pricing strategies	
ii. Explain the factors affecting channel selection of products	
iii. Significance of promotion	
iv. Marketing using social media	
v. Features of MIS	