

# BMM II / Principal of Mkt

Q.P. Code :03690

[Time: 2:30 Hours]

[ Marks:75]

Please check whether you have got the right question paper.

- N.B:
1. All questions are compulsory.
  2. Draw neat labeled diagrams wherever necessary.
  3. Present the answers with relevant examples.
  4. Figures to the right indicate marks.

Q.1 Read the case and answer the following questions.

'Forever Young' cosmetics is planning to launch a new range of 'anti-wrinkle creams' in the Indian market. They conducted a market survey and found potential competition from 'Roop Nikhar'. Since 'Forever Young' is targeting the higher strata of society, the cream is being priced much higher than their competitors. They plan to use the television as a medium to advertise this anti-wrinkle cream as opposed to print media which is largely used by them for their other products. Official at 'Forever Young' feel that with the correct style of promotion they could easily taste success in the market.

1. Identify and explain the pricing strategy that is being used by 'Forever Young'. Is this strategy appropriate? 05  
Justify.
2. Enumerate the prerequisite qualities that a salesman selling "Forever Young" should possess. 05
3. Who, according to you, should be the brand ambassador of 'Forever Young'? Why? 05

Q.2 (A) "The customer is not to be treated as one time purchaser, but as a person who will patronize the brand for life time." Examine the statement and explain the importance of CRM in today's highly competitive marketing environment. 15

OR

(B) What is market segmentation? Outline the different types of segmentation employed in consumer markets: geographic, demographic, psychographic and behavioral. 15

Q.3 (A) What are the features of marketing? 08  
(B) Discuss various tools of Internet marketing? 07

OR

(C) Discuss the different buying motives. 08  
(D) Distinguish between traditional marketing and modern marketing? 07

Q.4 (A) Discuss the stages in the product life cycle? 08  
(B) How is the skimming the cream pricing strategy different from penetrating market strategy? 07

OR

(C) What is service marketing? Explain its features. 08  
(D) Discuss various types of sales promotions. 07

Q.5 Write short notes on (any three). 15  
(a) Niche marketing  
(b) Product line and product range  
(c) Types of customers  
(d) IMC  
(e) Features of Rural market.