

Duration: 2.5 hours

Total Marks: 75 marks

Note:-All questions are compulsory.
Draw neat labelled diagram wherever necessary
Present the answers with relevant examples.
Figures to the right indicate marks.

Q1. Read the case and answer the following questions.

Internet has revolutionized the way we do our shopping. The businessman regards the Internet as a modern effective tool for business transactions. Online shopping is the act of purchasing products or services over the Internet. Due to the numerous advantages and benefits, more and more people these days prefer buying things online over the conventional method of going into stores.

Online shopping, particularly during a festive holiday season, lessens the need to wait in long lines search from store to store for a particular item. Conventional shopping in the brick and mortar building involves leaving the home to jostle with the traffic, crowds and long queues.

- Q1) Mention five benefits of internet shopping. (5)
Q2) Why benefits of internet shopping has not reached PAN India. (5)
Q3) What are some of the disadvantages of internet marketing. (5)

Q2. A) Outline the different types of segmentation employed in consumer markets: Geographic, demographic, Psychographic, Behavioral, and societal (15)

OR

Q2. B) Define marketing and explain its features. (15)

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Q3a. What are the qualities of a good salesman? (8)

Q3b. "Packaging acts as a silent salesman". - Elucidate (7)

OR

Q3c. Discuss the stages in product life cycle with a suitable example. (8)

Q3d. Distinguish between Traditional marketing and Modern marketing? (7)

Q4.a. What are the various buying motives explain with relevant examples.(8)

Q4.b. Distinguish between Skimming the cream pricing strategy and Penetrating marketing strategy (7)

OR

Q4a. Enumerate the different types of customers one gets to see in a typical Indian market? Explain in brief their traits. (8)

Q4b. What is marketing mix? Comment in brief upon its ingredients. (7)

Q5. Write Short notes on (any 3) (15)

- a. AIDA
 - b. Product line and Product range
 - c. Types of sales promotion
 - d. Niche marketing
 - e) Umbrella equity
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