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Time: 3 Hours

Note: 1. Attempt all Sections. If require any missing data; then choose suitably.

Total Marks: 100

Q1. Attempt all questions in brief.

2 x 10 = 20

- Define Marketing Myopia.
- Define need, want and demand.
- Elaborate Holistic Marketing.
- Define Targeting.
- What is Nish Marketing?
- What is product mix?
- Explain positioning.
- What is difference between discount and rebate?
- What is e-marketing?
- Elaborate skimming pricing?

Q2. Attempt any three of the following:

10 x 3 = 30

- What is marketing management? How marketing adopt new liberalized economy?
- "Consumer behavior is influenced by external variables and individual determinants. Research into all these factors can provide marketers with clues to reach and serve consumer more effectively." Discuss.
- Describe new product development process. What may be the reasons of new product failure?
- What are the objectives of pricing? Define the factors which influence the pricing decisions.
- What do you mean by promotion mix? Discuss about the factors affecting the promotion mix.

Q3. Attempt any one part of the following:

10 x 1 = 10

- What are the functions and scope of marketing?
- "Selling is only the tip of marketing iceberg" discuss this statement with help of differentiation between selling and marketing.

Q4. Attempt any one part of the following:

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10 x 1 = 10

- What is market segmentation? What are the bases of market segmentation?
- Define positioning. How marketing information system helps in choosing the best positioning strategy?

Q5. Attempt any one part of the following:

10 x 1 = 10

- What do you mean by product? Define product levels and types of products in detail.
- Define product life cycle. Also elaborate all phases of product life cycle with their specific features.

Q6. Attempt any one part of the following:

10 x 1 = 10

- "Pricing is the art of translating into quantitative terms, the value of the product to customers at a point of time." Discuss.
- Enumerate the pricing methods and strategies which adopt to decide the price of a product or service.

Q7. Attempt any one part of the following:

10 x 1 = 10

- What is marketing channel system? Give your suggestions how channel management can be improve?
- What do you mean by direct marketing? Discuss advantages and disadvantages of direct marketing.