

Time allowed: 3 Hours

Max. Marks: 80

NOTE: Attempt five questions in all, selecting atleast two questions from each Unit. All questions carry equal marks.

x-x-x

UNIT-1

- I. "Marketing is a business philosophy that needs to be adopted in any organisation". Do you agree? Give reasons.
- II. What is marketing planning and organization? Discuss how a firm can effectively plan its marketing mix.
- III. Discuss the process and various considerations for new product development decision.
- IV. "Marketing research is a vital for the evaluation of a sound marketing strategy". Explain the statement.
- V. Discuss the various determinant of consumer behavior. Discuss any model of consumer behavior which you consider define Indian Consumer behavior more closely.

UNIT - II

- VI. Explain briefly different techniques of demand forecasting with examples.
- VII. Discuss the significance of fixing price of product or service. Discuss various pricing policies and strategies.
- VIII. What are the major channels of distribution? Briefly discuss the factors influencing the choice of channel distribution.
- IX. What is meant by "Salesmanship"? Discuss the effective ways for sales planning and the various task of sales force.
- X. Write detailed note on:-
 - a) Advertising and Sales Promotion
 - b) Relationship Marketing

x-x-x