

Time allowed: 3 Hours

Max. Marks: 80

NOTE: Attempt five questions in all, including Question No. 1 which is compulsory and selecting one question from each Unit.

x-x-x

I. Attempt any four the following:-

- a) What is positioning?
- b) Distinguish between advertising and sales promotion.
- c) Outline the marketing process.
- d) Discuss the various causes of channel conflict
- e) What are the objectives of marketing research?
- f) What is CRM?

(4x4)

UNIT - I

- II. Is marketing evolutionary or revolutionary in nature? Discuss. Also highlight the importance of new concept. (16)
- III. 'Consumer is the core of marketing'. What are the various factors that influence consumer behaviour? Explain. (16)

UNIT - II

- IV. 'Every stage of product life cycle has different challenges and opportunities'. Discuss. (16)
- V. What is segmentation of markets? What are its benefits and costs? Explain. (16)

UNIT - III

- VI. What is price? What are the various determinants of pricing decisions? (16)
- VII. What factors govern the choice of channel of distribution? (16)

UNIT - IV

- VIII. 'Direct marketing is an attempt to skip off the middlemen'. Discuss. (16)
- IX. 'Personal selling is the ability to persuade people to buy goods and services at a profit to the seller and benefits to the buyer'. Examine. (16)

x-x-x