

(3 Hours)

[Total Marks: 80]

N.B.: (1) Question No.1 is compulsory.

(2) Attempt any three questions from remaining five questions.

(3) Draw neat and labeled diagrams wherever required.

(4) Figures to the right indicate full marks.

Q.1) Write short notes on the following: -

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- (a) Marketing plan and implementations.
- (b) Retailing.
- (c) Buying decision process.
- (d) Different product policies adopted in marketing.

Q.2) (a) cost of lost customer and total customer satisfaction

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(b) Discuss product features on new product development.

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Q.3) (a) Explain forecasting and demand measurement with examples in details.

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(b) Highlight the promotional value of advertising. Explain sales promotion in brief.

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Q.4 Explain the following in brief:

(5 x 4)

- (a) Organizational and Government buyers.
- (b) Assessment of marketing opportunities.
- (c) Audit of customer satisfaction.
- (d) Marketing intelligence and marketing performance.

Q.5 (a) Explain marketing concepts and tools. Explain major drivers of the economy.

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(b) Explain 4P's of product marketing and 7P's of service marketing.

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Q.6. Explain the following in brief:

(5 x 4)

- (a) Customer perceived value.
- (b) Market research.
- (c) Selection of marketing staff.
- (d) Segmenting and targeting.
