

(Time : 3 Hours)

Total Marks :-80



N.B

- 1 Question No. 1 is **compulsory**
- 2 Attempt any **3** questions from remaining **5** questions
- 3 **Figures** to the **right** indicate **full** marks
- 4 **Illustrate** your answers with examples cases wherever **possible**

Answer the Following Questions (Q)			
Q. No.1	a	How are business and marketing practice changing in New Economy?	10 Marks
	b	What are 7 P's of Marketing?	10 Marks
Q.No.2	a	Discuss the 10 types of different entities (categories) marketing people market?	10 Marks
	b	Describe with diagrams Product life cycle?	10 Marks
Q.No.3	a	Discuss briefly on Organisation Culture?	6 Marks
	b	A company can only win by creating and delivering superior customer value and satisfaction, Elaborate the five capabilities?	6 Marks
	c	Why is segmenting, targeting and positioning so important in marketing?	8 Marks
Q.No.4	a	What factors should a company review before deciding to go abroad for Business Growth?	8 Marks
	b	What are the major forces driving the new economy?	6 Marks
	c	Discuss the steps involved in Marketing research Process?	6 Marks
Q.No.5	a	How can sales people improve their skills in selling, negotiating?	8 Marks
	b	What are the five different modes of entry into foreign Market?	6 Marks
	c	How can service firms improve their quality and productivity?	6 Marks
Q.No.6		Write Short Notes (Any four)	20 Marks
	a	Routine Management	
	b	Norms of Customer Calls	
	c	Relationship Marketing	
	d	Market Testing	
	e	Stakeholders	
	f	Kiosk Marketing	