



Time: 3 Hours

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.No.1
- | | | |
|---|--|----------------|
| a | Good marketing is no accident, but result of careful planning and execution, in this context, explain the importance of Marketing? | 8 Marks |
| b | What decisions do companies face to designing a sales force? | 6 Marks |
| c | What are 7 P's of Marketing? | 6 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 | What are the factors that tend to hinder new product development? | 8 Marks |
| b | A company can only win by creating and delivering superior customer value and satisfaction, Elaborate the five capabilities? | 6 Marks |
| c | Not all segmentation is useful, To be useful Market Segments must be? | 6 Marks |
- Q.No.4
- | | | |
|---|---|----------------|
| a | Describe the steps in developing effective communication? | 8 Marks |
| b | What are the major forces driving the new economy? | 6 Marks |
| c | Describe the five modes of entry into foreign markets? | 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 | Discuss the challenges branding poses to marketers? | 6 Marks |
- Q.No.6
- | | | |
|---|--|-----------------|
| | Write shot notes (Any Four) | 20 Marks |
| 1 | Marketing Intelligence System | |
| 2 | Online Marketing Today | |
| 3 | Sales force compensation | |
| 4 | SWOT Analysis | |
| 5 | Cost of lost Customers | |
| 6 | Customer relationship Management (CRM) | |
