

- N.B. :** (1) Question **No.1** is **compulsory**.  
(2) Attempt **any Three** questions from remaining **Five** questions.  
(3) Illustrate your answer with example cases wherever possible.

1. Write short notes on the following (**Any Four**) : **20**
- (a) Audit of Customer's Satisfaction.
  - (b) Cost of lost customers.
  - (c) The Journey from sales concept to marketing concept.
  - (d) Role of a salesman.
  - (e) Customer value and customer satisfaction.
  - (f) Celebrity advertising.
2. (a) What is your perspective on the marketing mix? Support your view with evidence/example. **10**  
(b) Briefly explain the all stages of PLC. **10**
3. (a) Define sales promotion and explain different techniques of sales promotion. **10**  
(b) Discuss about marketing intelligence and marketing performance. **10**
4. (a) Describe customer relationship management. **10**  
(b) Compare between product concept, selling concept and marketing concept. **10**
5. (a) Which different product pricing policies are adopted in marketing? **10**  
(b) What do you understand by Differentiation, Segmenting, Targeting and Product Positioning? **10**
6. (a) Critically evaluate why some brands appear to have a very short life span while others have a much longer one. **10**  
(b) How are you going to recruit your sales force? **10**
-