

MAY 2017 | 30-05-17

Q. P. Code:-18460

1st Q compulsory
 Attempt Any 3 from remaining
 (Time: 3 Hours)

(Marks:80)



- Q.1 Answer The following Questions 20
- a What are the buying stages of consumer in his buying process? How are these relevant to marketing plan of the organization? 10
- b Explain in brief Marketing intelligence and Marketing performance 10
- Q.2 a How are you going to improve through benchmarking supporting world class goals 10
- b What are the qualities necessary for a good effective salesman? 6
- c Explain New product development. 4
- Q.3 a Company orientation to the market place can be based on:- 8
- 1 Product concept
 - 2 Selling concept
 - 3 Marketing concept
- Differentiate the three concepts.
- b Explain new economy and major drivers of the economy 8
- c Explain different pricing policies 4
- Q.4 a "Information technology plays a major role in sales and marketing management activity." Justify 8
- b Explain in brief about marketing plan implementation and market testing. 8
- c Write a note on Market research 4
- Q.5 a What do you understand by segmentation? How would you do market segmentation for: a. Television b. Two wheeler vehicles. 10
- b What do you understand by sales forecasting? Why is it necessary in marketing? 10
- Q.6 a Which are the different methods for attracting and retaining the customers 8
- b Write a short note on 12
- 1 Competition
 - 2 Product policies
 - 3 7P's of service marketing