

- 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 (Any 4):- 20
- a) Celebrity advertising.
 - b) The Journey from sales concept to marketing concept.
 - c) Audit of Customer's Satisfaction.
 - d) Portfolio management.
 - e) Retailing.
 - f) Different product policies adopted in marketing.
- Q.2) a) What is your perspective on the marketing mix? Support your view with evidence. 10
- b) Describe customer relationship management. 10
- Q.3) a) What do you understand by segmentation? How would you do the market segmentation for electronic products? 10
- b) Critically evaluate, why some brands appear to have a very short life span while others have a much longer one? 10
- Q.4) a) Explain different stages of consumer's buying decision process. 10
- b) How are you going to improve through benchmarking supporting world class goals? 10
- Q.5) a) "Information technology plays a major role in sales and marketing management activities." Justify. 10
- b) Explain the new economy and major drivers of the economy. 10
- Q.6) a) Briefly explain the all stages of PLC. 08
- b) Write shorts note on: 12
- i) Marketing intelligence and marketing performance.
 - ii) "Customer perception of a product never really matches reality."
 - iii) Role of a salesman
