



Time: 3 hours

Total Marks :- 80

N.B	1 Question No. 1 is <b>compulsory</b>	
	2 Attempt any <b>3</b> questions from remaining <b>5</b> questions	
	3 <b>Figures</b> to the <b>right</b> indicate <b>full</b> marks	
	4 <b>Illustrate</b> your answers with examples cases wherever <b>possible</b>	
	Answer the Following Questions (Q)	<b>Marks</b>
Q. No.1	a Why is Marketing Important, Explain the scope of Marketing, Marketing people are involved in marketing 10 types of entities, Discuss the Same?	<b>10</b>
	b How do companies recruit, select, train, supervise, motivate and evaluate it sales force?	<b>10</b>
Q.No.2	a Discuss how can companies both attract and retain customers?	<b>8</b>
	b What is Organizational Buying?	<b>6</b>
	c Explain wholesaling, its growth and types of Wholesaling	
Q.No.3	a Describe how can a company divide a market into segments?	<b>8</b>
	b Discuss and take a position, Mass Marketing is dead versus Mass Marketing is still a viable way to build a profitable brand?	<b>6</b>
	c Discuss Product Life Cycle?	<b>6</b>
Q.No.4	a What is brand, and how does branding work?	<b>8</b>
	b Discuss importance of budgeting for New Product Development?	<b>6</b>
	c What are the Major Retailer Types	<b>6</b>
Q.No.5	a Discuss the 4 characteristics of Marketing Audit	<b>8</b>
	b After choosing the message, the advertiser's next task is choosing the media to carry it, discuss?	<b>6</b>
	c Discuss Abraham Maslow theory of motivation?	<b>6</b>
Q.No.6	Write short notes ( <b>Any Four</b> )	<b>20</b>
	a Niche Marketing	
	b Packaging	
	c Services Industries are everywhere	
	d The Future of Marketing	
	e SWOT Analysis	
	f Price Cuts, Discount and Allowances	
	g Social Marketing	

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