

Instructions :

- 1) Both questions of section I are compulsory.
- 2) Attempt any THREE questions from Section II.
- 3) Figures to right indicate full marks.

SECTION - I

- Q.1**
- a) Which are the ten entities marketed in the market ? [3 x 5 = 15]
 - b) Write short note on Need, want & Demand.
 - c) Explain the main features of high involvement and low involvement product.
 - d) Explain different levels of product.
 - e) Explain the concept of Target Marketing

Q.2 Case Study :

The phenomenal market battle waged by "Nirma" has clearly reflected the intensity on the detergent business "Surf," the market leader and a well entrenched product of HUL, faced fierce competition and has been making, a strenuous effort to maintain its share. Sale of NIRMA ROSE" from couple of lakhs of rupees in 1978 to over 100 crores in 1985 and became the second largest seller of detergents. Nirma penetrated the surf's market with average quality and low price. While surf was a premium brand for upper segment, Nirma positioned itself as a common man's detergent. Nirma provided for sufficient advertising with a sample them of Brand Awareness,' through all powerful media including T.V. The product was made available all over the country through mass distribution.

QUESTIONS :

Make a comparative study of Nirma and Surf covering the following areas.

[3 x 5 = 15]

- 1) Product Mix
- 2) Pricing
- 3) Distribution
- 4) Promotion
- 5) Segmentation

SECTION - II [Answer any THREE]

Q.4 - BMS - Marketing Planning

Q.4 Explain Product mix decisions with examples.

TIME : 2 Hrs. [10]

Instructions :

Q.5 Explain segmentation. What are the different bases of segmentation. [10]

Q.6 State the different types of pricing and explain any two types of pricing in brief. [10]



Q.1 a) Which are the ten basic marketing mix elements? [3 x 2 = 12]
b) Write short note on Need, want & Demand.
c) Explain the main features of high involvement and low involvement product.
d) Explain different levels of product.
e) Explain the concept of Target Marketing.

Case Study : Q.2

The phenomenal market battle waged by "Nirma" has clearly reflected the intensity on the detergent business "Sul", the market leader and a well entrenched product of HUL, faced fierce competition and has been making a strenuous effort to maintain its share. Sale of NIRMA ROSE" from couple of lakhs of rupees in 1978 to over 100 crores in 1985 and became the second largest seller of detergents. Nirma penetrated the surf's market with average quality and low price. While sul was a premium brand for upper segment, Nirma positioned itself as a common man's detergent. Nirma provided for sufficient advertising with a sample them of Brand Awareness, through all powerful media including T.V. The product was made available all over the country through mass distribution.

Questions :

Make a comparative study of Nirma and Sul covering the following areas.
1) Product Mix
2) Pricing
3) Distribution
4) Promotion
5) Segmentation