

N.B. : 1) Question number 1 is compulsory.

2) Answer any three questions from the remaining five questions.

3) All questions carry equal marks.

- Q 1.** What is the importance of marketing research in taking marketing decisions ? Briefly explain the steps in the marketing research process. 15
- Q 2.** Select any 4 of the following products/services and describe their market segments. Air travel, television programme, Instant coffee, Motorcycle. College, Greeting Cards, contact lenses and designer wear. What marketing strategy would you adopt for each segment? 15
- Q 3.** Describe the current marketing environment and the changing consumer responses. Explain the functions of marketing in a developing country like India ? 15
- Q 4.** Explain what do you understand by the word "Pricing" in terms of a product? 15
Explain three of the following methods of pricing a product : -
A: Marginal cost pricing. D: Promotional pricing.
B: Cost-plus pricing. E: Psychological pricing.
C: New product pricing.
- Q 5.** What are the various functions performed by packaging? 15
Define a Brand and mention the reasons why manufacturers brand their products. Illustrate with examples.
- Q 6.** Write short notes on any three of the following: 15
1. Product life cycle 2. Services 3. Marketing mix 4. Marketing ethics
5. Promotion 6. Distinguish between Marketing and Selling.