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FYBMM (E)  
OP3A EH

Exam. of Mktg.

March - 2016

Time : 2:30 hrs

Marks : 75

N.B.] All questions are compulsory and carry equal marks.

Q:1 Solve the following cases. (15)

- a) Give suitable name for the following products.
- b) What would be suitable segmentation basis for the following and why ?
  - (i) Premium brand of after shave lotion
  - (ii) Contact lenses
  - (iii) Hair dryer

Q:2 a) Explain scope of marketing . (07)

b) Explain any eight core concept of marketing with examples. (08)

OR

Q:2 c) Describe internal marketing environment. (07)

d) Explain factors affecting channel decisions (08)

Q:3 a) Define "Product Life Cycle". Explain various stages of "Product Life Cycle" (07)

b) What do you mean by Sales Promotion? What are various methods of Sales Promotion? (08)

OR

Q:3 c) Explain factors consideration for pricing consideration. (07)

d) What do you mean by a Retailer? Explain various types of Retailers by giving suitable examples. (08)

Q:4 a) What is Rural Marketing? Discuss various problems of Rural Marketing. (07)

b) What is MIS? Explain components of MIS (08)

OR

Q:4 c) Explain types of products with examples. (07)

d) What is 4P's of Marketing ? Explain in detail. (08)

Q:5 Write Short Notes (Any 3) (15)

- 1) Tele Marketing
- 2) Market Logistics
- 3) Branding
- 4) Green Marketing
- 5) E-commerce