

TIME: 2 ½ hrs

NOTE: 1. All questions are compulsory.  
2. Figures to the right indicate marks.

MARKS : 75

Q1. Answer the following ( any 2)

- a) State nature of Marketing. (7½)
- b) State importance of Marketing to Non-Profit organization. (7½)
- c) Describe 4 Cs of Marketing. (7½)

Q2. Answer the following ( any 2)

- a) Explain Social and Economic factors in influencing consumer behavior. (7½)
- b) Describe Legal and economic environment. (7½)
- c) Explain Internal Marketing Environment. (7½)

Q3. Answer the following ( any 2)

- a) Write a note on product planning (7½)
- b) Explain Brand extension. (7½)
- c) Explain factors influencing selection of distribution channel. (7½)

Q4. Answer the following ( any 2)

- a) Explain sociographic and Psychological basis of market segmentation. (7½)
- b) Explain advantages and disadvantages of Internet Marketing. (7½)
- c) Describe Social Marketing with example. (7½)

Q5. Case Study

Mr. Raman is deputy General Manager, ( product development) in a coffee processing Company called New India Coffee Ltd. the company look pride Mr. Raman travelled extensively to feel the pulse of different segments of coffee drinkers he himself was very found of drinking coffee. His friends knew that Raman did not prefer to drink coffee provided in five star hotels, because it was expensive.

Raman realized that the problem of not getting good coffee was a universal one. His scientific mind started to analyze this and New India Coffee Ltd. introduced a new Product 'coffee tablets' developed by Raman. These tablets were so designed that one tablet added to hot water produced a cup of coffee. The company decided to adopt introductory low price for these tablets and planned a national launch. However the chairman felt that necessary marketing research should be undertaken before launching the product.

Questions:

- (a) Suggest suitable marketing Mix to launch the new coffee tablets. 10
- (b) Explain the need for undertaking marketing research before launching the coffee tablets. 05