

Instructions :

- 1) Figures to the right indicate full marks.
- 2) All questions are compulsory.
- 3) Draw neat and labelled diagrams wherever applicable.
- 4) Give examples wherever possible.

Q.1. Explain the internal and external factors in Management environment. (15)

**OR**

- a) Explain the following : (8)
1. Just - in - time
  2. Total Quality Management.
- b) What are the basic skills required by Managers ? Explain how these skills are required in differed proportions at different Management levels. (7)

Q.2. Describe the various factors affecting consumer behaviour. (15)

**OR**

- a) Draw and explain the model of buyer behaviour. (8)
- b) Define e-commerce. Why is it important ? (7)

Q.3. a) What do you understand by 'product' ? What can be offered to Market as product ? (8)

b) Bring out the characteristics of a good market segment. (7)

**OR**

Explain differentiated, undifferentiated and focussed marketing strategies. (15)

Q.4. a) Name and explain the elements of promotion mix. (8)

b) What are the different factors influencing pricing decisions ? (7)

**OR**

Write Short Notes. (any 3) (15)

1. Marketing ethics
2. Branding
3. Advertising
4. Benchmarking
5. Wholesellers.

