

Note:

1. All questions are compulsory.
2. Figure to the right side indicate full marks.

Q.1 A Fill in the blanks (Any 10 out of 12).

10 Marks

1. In a company's microenvironment all of the following would be considered except----

1. Political forces 2. Marketing channel firms 3. Public 3. Customers

2. _____ creates locational convenience.

1. Buying 2. Selling 3. Selling 4. Transportation

3. _____ supply the resources required by the company to produce its merchandise and service.

1. Competitor networks 2. Marketing intermediaries 3. Suppliers 4. Service representatives

4. Marketing is a process which aims at _____.

1. Production 2. Profit-making. 3. The satisfaction of customer needs 4. Selling products

5. The Customer driven marketing strategy is another name of _____

1. The selling concept 2. The marketing concept 3. The product concept 4. The societal marketing concept

6. The acronym SWOT stands for _____.

1. Special Weapons for Operations Timeliness 2. Services, Worldwide Optimization and Transport 3. Strengths, Weakness, Opportunities and Threats 4. Service, Weakness, Offer and Timeliness

7. The word "product" was derived from the _____ word.

1. Latin 2. Greek 3. French 4. German

8. Any item or service you sell to satisfy a customer's need or want is a _____

1. Product 2. Pace 3. Positioning 4. Price

9. The Product life cycle has four stages - introduction, growth, maturity and _____.

1. Decrease 2. Decline 3. Dipping 4. Destruction

10. The very futuristic concept of an existing product is _____ Product.

1. Core 2. Expected 3. Potential 4. Basic

11. _____ is an external factor affecting pricing.

1. Cost 2. Credit policy of the company 3. Objective of the company 4. Competition

12. _____ is an exchange value of goods and services.

1. Price 2. Place 3. Product 4. Promotion

B. State whether the following statement is true or false.

10 Marks

1. Knowledge transfers is a part of political environment.

2. The marketing function is part of an organization's internal environment.

3. A company has no control over micro environment.

4. The first step in the business unit strategic planning process is program formulation.

5. The marketing plan should open with a brief summary of the main goals and

Recommendations.

6. SWOT analysis examined the firm's strengths and weaknesses versus the opportunities and threats it faced in the market place.

7. In case of break-even pricing selling price is greater than the cost of the production.

8. Reputation of the company is an internal factor affecting pricing.

9. To determine price of the product only external factors need to be consider.

10. The relation between demand and price is inverse.

11. A company adopts the same marketing mix for all products.

12. Consumer products are those that are used by consumer or for household use.

QP Code: 00003609

Q.2 Answer the following questions. (Any 2 out of 3)

15 Marks

1. Explain functions of Marketing Management.
2. Emerging marketing opportunities in India: Marketing at bottom of pyramid.
3. Write a note on Micro and Macro environment with specific reference to India.

Q.3 Answer the following questions. (Any 2 out of 3)

15 Marks

1. What is SWOT analysis? Explain with an example.
2. Explain Steps in Strategic Marketing Planning Process.
3. Elaborate Michael Porters five forces model.

Q.4 Answer the following questions. (Any 2 out of 3)

15 Marks

1. Discuss in detail about different Product levels or Customer Value Hierarchy.
2. Explain in brief about Product Life Cycle
3. Describe the Importance of Product Positioning

Q.5 Answer the following questions. (Any 2 out of 3)

15 Marks

1. What is Pricing? Explain its objectives.
2. Explain various method of pricing?
3. Elaborate different factors of pricing decision.

Q.6 Short Notes (Any 4 out of 6)

20 Marks

1. Macro Environment
2. Industrial Products
3. Features of Maturity Stage of The Product Life Cycle
4. Analyzing competition
5. Penetration pricing strategy
6. Consumer products
