Q.1. True or False:

a) Marketing starts with customers & ends with customers.

b) Marketing is a social process.

c) When the want is backed by buying power it is not a demand.

d) The basic needs are biogenic in nature.

e) Value means quantity, service, cost.

f) Loyalty can be ensured by delighting customer.

g) Promotion is the key element of marketing program.

h) Price is a major factor that influences the customer.

Q.2. Give full-form of the following.

i) STP

ii) BCG

III) USP

IV) UVP
Q.3. Define in Brief (Any four)
   a) B2B selling.
   b) Test Market
   c) Brand
   d) Service
   e) MIS

Q.4 Fill in the blanks

1) 4 P’s are product, price, place _________

2) Selling starts with the _________

3) Marketing starts with _________

4) 5C analysis company, _________, competitors, collaborators, climate

5) PEST is political, economic, societal & _________ factors analysis.

6) SWOT analysis — _________ weakness _________, threats.

7) No product is sold without _________ backup.

**PART – B**

Q.5. a) What is MIS? & how it serves to Marketing Manager?

Q.6. a) SWOT analysis with example?

   b) Explain Trade promotions?

Q.7. a) What do you mean by Service quality? Discuss it in detail with the help of suitable example?
b) write the concept of Marketing audit?

Q.8. Explain complete process of new product development with example?

Q.9. Short Notes: any 4
   a) Direct Marketing.
   b) Consumer Behavior.
   c) International Trade.
   d) SWOT Analysis.
   e) Supply chain management.
   f) Product Life Cycle.

PART - C

Q.10. Case Study:

All the big players in the Rs. 700 crore fairness products market in India admitted that at least 25% of their users were male.

Emami launched its fair & Handsome skin lightening cream for men. HLL has now hit back with fair & Lovely Menz Active.

"we have always been aware that a significant male user base existed within Fair & Lovely itself, and hence there was always need to Launch a variant that understands and takes care of unique requirements of men", says vice president, skin care, HLL.

Questions:-

1) Explain customer perception of values?
2) Explain the significance of market leader?
3) Identify which type of Market Leader Strategy have been adopted by HLL?