Date: 21.12.2013
Time: 2.00 p.m. to 5.00 p.m.
Max. Marks 100
Duration 3 hours

Instructions:
1. From Part A, contains 4 main questions (with 8 sub questions) each question carries 1 mark. Total 32 marks
2. From Part B answer any 3 questions out of 5 questions. Each question carries 16 marks. Total 48 marks
3. Part – C is case study with sub questions. Read the case carefully and answer the sub questions 20 marks.

PART – A
( compulsory, each question carry 1 marks)

1) What do the following Abbreviations stands for?
   a) B2C
   b) MLM
   c) POP
   d) CI
   e) SWOT
   f) USP
   g) UVP
   h) TAT

2) State TRUE or FALSE.
   a) A PEST analysis can be used as the “climate” portion of the 5 C Framework.
   b) Market is a constituents of Micro Environment.
   c) Consumer is a constituents of Macro Environment.
   d) Monopolistic Competition refers to a situation when many firms are marketing the same or similar products and each company attempts to differentiate its products to appeal customers.

Fill in the Blanks

   e) In the AIO Framework A Stands for _________.
   f) _________ is a more narrowly defined but attractive market segment requiring distinctive mix of market offering.
   g) _________ is a act of designing the company’s offering and Image to occupy a distinctive place in the mind of target market.
h) ___________ is the process of creating a different and distinguished offering by a company through a number of available tools, which adds meaningful value to the offering.

3) **Match Part I with Part II**

<table>
<thead>
<tr>
<th>Part I</th>
<th>Part II</th>
</tr>
</thead>
<tbody>
<tr>
<td>i) Relationship Marketing</td>
<td>a) A Strategy for company growth by identifying and developing new markets for current company products.</td>
</tr>
<tr>
<td>ii) Service Quality Model</td>
<td>b) Making more sales to present customers without changing products in anyway.</td>
</tr>
<tr>
<td>iii) Counterfeit Strategy</td>
<td>c) Jagdish N Sheth &amp; Rajendra Sisodia</td>
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<td>iv) Three R’s of Marketing</td>
<td>d) A.C. Nielsen</td>
</tr>
<tr>
<td>v) Market Penetration</td>
<td>e) Market Follower Strategy</td>
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<td>vi) Market Development</td>
<td>f) Gronroos</td>
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<td>vii) Research Agency</td>
<td>g) Market Challenger Strategy</td>
</tr>
<tr>
<td>viii) Frontal Attack Strategy</td>
<td>h) David G. Bakken</td>
</tr>
</tbody>
</table>

4) **Match Part I with Part II**

<table>
<thead>
<tr>
<th>Part 1</th>
<th>Part II</th>
</tr>
</thead>
<tbody>
<tr>
<td>i) EPRG</td>
<td>a) The Product /Market Growth Matrix</td>
</tr>
<tr>
<td>ii) 4 P’s</td>
<td>b) Michael Porter</td>
</tr>
<tr>
<td>iii) Attitude Scale</td>
<td>c) Best known Portfolio Planning Method</td>
</tr>
<tr>
<td>iv) People, physical Evidence &amp; Process</td>
<td>d) Likert Scale</td>
</tr>
<tr>
<td>v) Five Interactive Competitive forces</td>
<td>e) Prof E. Jerome McCarthy</td>
</tr>
</tbody>
</table>
vi) Cluster or Area Sample f) Probability type

vii) Igor Ansoff g) Perlmutter l

viii) BCG Matrix h) B.H. Booms & M.J.Bitner

**PART –B**

16 x 3 = 48 marks

(Answer Any three, Each question carry 16 marks)

5 a) How would you define Marketing? Discuss the Evolution of Marketing.
   b) What are the various benefits of trading globally?

6 a) Define the term Consumer Behaviour? What are the different Social factors Associated with consumer behaviour?
   b) How would you differentiate between a convenience Products, shopping Products Specialty Products?

7 a) Discuss the steps involved in the development of a new Product.
   b) What are the Factors which determine the length of a channel?

8 a) What is a Sealed Bid? where and how is it used?
   b) Define the term Industrial Marketing? Write main features of B2B Selling Process?

9 a) Discuss Value Management Diagram?
   b) What is Sales Promotion? Explain the reasons for growth of Sales Promotion.

**PART –C**

20 marks

Q-10 Case study- Compulsory-

M/s SKYLINE Airlines a large scale diversified group , since 1980.
Due to recent global economic challenges Company is facing problems with customer orientation. The firm is having declining sales & very few new customers.
If u have been asked to do best in this situation as the Marketing manager for the company

   a) How to coin marketing concept of this company?
   b) To boost sales
   c) To increase customer s
   d) To retain customers
   e) Procedures for grievances
   f) Redesigning of customer service process

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