PART – A

32 marks

Q.1 TRUE/ FALSE - 8 marks

1. It is the change- a welcome feature for marketers.
2. A market can be viewed as any person, group or organization.
3. Successful companies are very weakly customer focused.
4. Marketing is not a societal process.
5. Secondary needs are also called as acquired needs.
6. Value is a combination of quality, service & cost.
7. Marketing environment includes only direct marketing operations.
8. Marketing audit is the method of marketing evaluation.

Q-2 Match the following - 8 marks

A

<table>
<thead>
<tr>
<th>a) Marketing</th>
<th>b) Demand</th>
<th>c) Loyalty</th>
<th>d) Virtual marketing</th>
<th>e) Sales orientation</th>
<th>f) Company analysis</th>
<th>g) Marketing mix</th>
<th>h) Basic Need</th>
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B

| 1) Delightment     | 2) SWOT analysis   | 3) Satisfaction orientation | 4) Creation of value | 5) Backed by Purchasing power | 6) Primary need | 7) selling on the Net | 8) Modern & practical concept |
Q-3 Elaborate

1) 4P’s
2) 4 C’s
3) Need
4) GEF

Q-4 Define the term .

1) Free trade
2) Reference group
3) Substitute product
4) Customer Satisfaction

PART B

Write any THREE questions out of five i.e, Q-5 to Q-9 (16 marks each)

Q-5 a) Which are the steps involved in identifying Customer needs?
    b) What can be done to satisfy those identified needs – explain with the help of suitable example?

Q-6 a) What do you mean by marketing environment?
    b) Explain its type with examples?

Q-7 Which are different theories of motivation available to understand consumer buying behavior?

Q-8 a) Discuss concept of Market targeting with reference to any product?
    b) Explain the eight stages of market segmentation & positioning?

Q-9 Write SHORT notes any four

a) Differentiation
b) Relationship Marketing
c) Flanker strategy
d) MIS
e) Competitor analysis
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.

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

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