Instructions

1. The question paper is in three parts A, B & C.
2. Part A is compulsory. Each question carries one mark. Total : 32 Marks
4. Part C is a case study with sub questions and it is compulsory. It carries 20 marks.
5. Use of calculator is allowed wherever necessary. Graph sheets can be used wherever necessary.

PART A
32 marks
(compulsory. Each question carry 1 mark)

Q.1) What do the following Abbreviations stands for? [8 marks]
   a) UVP   b) PEST analysis   c) POP      d) CI
   e) MLM   f) USP             g) B2C       h) TAT

Q.2) State TRUE or FALSE. [8 marks]
   a) Service Quality is the level of Conformance of Service to Customer Specifications & Expectations.
   b) Counterfeit Strategy Followers makes duplicates of leader Products and Sells at Very low prices through grey Market.
   c) Customer Relationship Marketing Refers to long term & Mutually beneficial arrangement wherein both buyers and Sellers focus on Value Enhancement.
   d) Value Proposition is a business or Marketing Statement that Summarizes why a consumer buy a Product or use a Service.
   e) A PEST analysis can be used as the “climate” portion of the 5 C Framework.
   f) Market is a constituents of Micro Environment.
   g) Consumer is a constituents of Macro Environment.
   h) 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.

Q.3) Fill in the Blanks [8 marks]
   a) Business __________ is a collection of Business & Products that make up the company.
   b) In _________ Questions the respondent is free to Express his/her opinion about the issue.
   c) A.C. Nielsen is a __________ Agency.
   d) __________ Intelligence focus is on the longer term, Looking at issues affecting a Company’s Competitiveness over the course of a couple of years.
   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.
Q. 4) Match Part A with Part B [8 marks]

Part A
i) EPRG
ii) 4 P’s
iii) Attitude Scale
iv) People, physical Evidence & Process
v) Five Interactive Competitive forces
vi) Cluster or Area Sample
vii) Igor Ansoff
viii) BCG Matrix

Part B
a) The Product /Market Growth Matrix
b) Michael Porter
c) Best known Portfolio Planning Method
d) Likert Scale
e) Prof E. Jerome McCarthy
f) Probability type
g) Perlmutter I
h) B.H. Booms & M.J.Bitner

PART B (48 marks)
(Attempt any three. Each Question carry 16 marks)

Q. 5 a) Discuss Value Management Diagram? [8 marks]

b) What is Sales Promotion? Explain the reasons for growth of Sales Promotion. [8 marks]

Q. 6 a) How would you define Marketing? Discuss the Evolution of Marketing. [8 marks]

b) What are the various benefits of trading globally? [8 marks]

Q. 7 a) Define the term Consumer Behaviour? What are the different Social factors Associated with consumer behaviour? [8 marks]

b) How would you differentiate between a convenience Products, shopping Products Specialty Products? [8 marks]

Q. 8 a) Discuss the steps involved in the development of a new Product. [8 marks]

b) What are the Factors which determine the length of a channel? [8 marks]

Q. 9 a) What is a Sealed Bid? where and how is it used? [8 marks]


Part C (compulsory)

Q. 10 Read the case and Answer the questions 20 marks

As a Marketing Manager of a mid-sized fast growing consumer durable company, you have been advised by the top Management to generate new product ideas for a range of home appliances specifically targeted at working women Across the entire country.

(a) What methods would you consider for generating new product ideas and why?

(b) Prepare and justify a brand name in line with the target market.

(c) Suggest an appropriate marketing strategy for its launch.

(d) Give Any three examples of home Appliances.

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