PART A

Q.1. State True or False

a) Belongingness expression, esteem, power are considered as secondary needs

b) When the want is not backed by purchasing power it is called as demand.

c) 4 Ps: Product, Price, Place, Presentation.

e) 4 Cs: Customer benefit, communication, customer convenience, customer care.


h) Free trade means no restrictions on trade.
Q.2. Give full-form of the following.
   i)  GEF.
   ii) FDI.
   III) IMF.
   IV) B2B.
   V)  MI
   VI) DMU.
   VII) KM
   VIII) SI.

Q.3. Define in Brief (Any four) (Marks – 2 each)
   a) Consumer behavior.
   b) Market Segmentation.
   c) Differentiation.
   d) SWOT Analysis.
   e) Marketing Research.

Q.4. Match the following.

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   A Marketing Audit       I Information Distortion.
   B New Product           II Bringing a service to attention
   C Prospecting           III Profit objective.
   D Advertising           IV Biased Behavioral Response
   E ROI                   V Hybrid Channels.
   F Forrester effect      VI Innovative Benefits.
   G Multichannel systems  VII Locating New Potential Customer
   H Brand Loyalty         VIII Marketing Evaluation
PART – B

Q.5. (a) How would you define Marketing?
    (b) Discuss the Evaluation of Marketing?

Q.6. (a) Explain pricing strategies? It’s different types?
    (b) What is Marketing mix Dynamics?

Q.7. (a) “Socio-Cultural factors in every country have significant effect
    On society and culture” discuss?
    (b) What influences consumer buying decision process?

Q.8. (a) “Without a strategy, the organization is like a ship without a
    rudder” take a overview of strategic planning?

Q.9. (a) Describe different stages of product life cycle? Do all product
    follow this pattern?
    (b) Differentiate between physical distribution and logistics?

PART- C

Q.10. Case Study….

    Mr. Rajesh Kumar a fresh chemical engineer with MBA in marketing
    developed a new detergent powders with special features. With limited capital
    available with him, he started manufacturing and marketing his new detergent
    under the brand name “Whitoo”. Mr. Kumar decided to price his detergent much
    lower than the other detergents available in the market. His objective was to make
    his product popular among the masses. His pricing strategy paid rich dividend as
    “Whittoo” became an instant success and the market demand was growing
    rapidly.

    With the help of new financial strength acquired Mr. Kumar developed a
    premium quality luxury bathing soap with a unique combination of colour,
    perfume, and size. The cost price of this luxurious price was high. However Mr.
    Kumar again priced it substantially lower as compared to similar soaps available
    in the market. He was selling his high quality soap at a low profit margin.

    Questions:
1) Name the pricing policy introduced by Mr. Kumar in the case of detergent powder?
2) Do you feel that Mr. Kumar committed a pricing mistake in the case of bathing soap?
3) Explain the net effect on profitability if Mr. Kumar had adapted skimming the cream pricing in the case of luxury soap?
4) Will you recommend below cost pricing to Mr. Kumar?