

[Time: Three Hours]

[Marks: 100]

- Note: 1. All questions are compulsory
2. Figures to the right indicates full marks

Q1. A. Fill in the blanks with suitable options: (Answer any 10) (10)

1. The phrase 'Bottom of pyramid' was first used by _____ in his radio address in 1932.
 - a. Philip Kotler
 - b. C.K.Prahlad
 - c. Franklin Roosevelt
 - d. Stuart Hart
2. Marketing management helps in _____.
 - a. Facing competition
 - b. Reduced cost
 - c. Entry in global market
 - d. All the above
3. Marketing strategy is _____ designed to achieve overall objectives.
 - a. Decision
 - b. Action plan
 - c. Manipulative plan
 - d. Simple plan
4. Good labour- management relations is a _____ for an organisation.
 - a. Strength
 - b. Weakness
 - c. Threat
 - d. None of the above
5. 3C model of product level was given by _____.
 - a. Kenichi Ohmae
 - b. Philip Kotler
 - c. Michael Porter
 - d. None of the above
6. Chocolates and magazines are _____ goods.
 - a. Impulse
 - b. Shopping
 - c. Staple
 - d. Unsought goods
7. Firm usually concentrate on _____ product during the introduction stage.
 - a. Single
 - b. Two
 - c. Large
 - d. None of the above
8. India gate basmati rice is the example of positioning product by _____.
 - a. Product feature
 - b. Product class
 - c. Culture
 - d. Product use
9. During recession, marketer may _____ the prices to influence buying decision of consumers.
 - a. Stable
 - b. Increase
 - c. Reduce
 - d. None of the above
10. A firm may charge _____ price at the launch of product in the market.
 - a. High
 - b. Low
 - c. High or low
 - d. None of the above

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11. _____ is not the element of marketing mix
- | | |
|------------|-----------|
| a. Product | c. Place |
| b. Price | d. Profit |
12. _____ - environment are close to the company and directly impact the customer experience.
- | | |
|-------------|------------------|
| a. Internal | c. Micro |
| b. Macro | d. International |

Q1 B. State whether the following statements are True or False: (Answer any 10) (10)

1. Marketing is same as selling or just promotion of product.
2. It is not challenging to market the products in bottom of pyramid.
3. Technological environment has no impact on the marketing of the firm
4. Strategy of competitors affects decision of a firm.
5. SWOT analysis helps in reducing risks in business.
6. Marketing strategy helps in achieving mission and vision of the company.
7. Marketing of industrial goods is more complex in nature as compared to consumer goods.
8. Product positioning is based on application of product.
9. Price is the exchange value of a product or services.
10. Pricing helps in creating a brand for the product.
11. Positive and negative media attention does not affect the marketing of the firm's product.
12. Recovering production cost and profit are the only objectives of marketing of the company.

Q2. A. Define marketing management. Explain its function. (08)

B. What are the different internal marketing environments? (07)

OR

Q2. C. Discuss various factors contributing to the growth of bottom of pyramid marketing.(08)

D. Write a note on international marketing environment. (07)

Q3. Elaborate in detail strategic marketing planning process. (15)

OR

Q3. A. Give the meaning of SWOT analysis. State its importance. (08)

B. Explain briefly Michael Porter's five forces model. (07)

Q4. A. What are the different types of industrial products? (08)

B. Explain product life cycle with the help of diagram. (07)

OR

Q4. Discuss in detail various steps involved in new product development process. (15)

Q5. Internal and external factors affect the pricing of a product. Comment. (15)

OR

Q5. A. Explain the various objectives of pricing. (08)

B. Discuss any three pricing methods in detail. (07)

Q6. A. Elucidate the areas that a firm should study while analyzing its competitors. (10)

B. Explain the characteristics of growing middle class in India. (10)

OR

Q6. Write short note on the following: (Answer any 4) (20)

1. Marketing Mix
2. Social- cultural environment
3. Product positioning
4. Customer value hierarchy
5. Consumer goods
6. Marketing strategy
