

**Day : Tuesday**  
**Date : 18-01-2022**

**W-13868-2021**

**Time : 10:00 AM-01:00 PM**  
**Max. Marks: 100**

**N.B.:**

- 1) Answer ANY FOUR questions from Section I. Each question carries 15 Marks.
- 2) Answer ANY TWO questions from Section II. Each question carries 20 Marks.
- 3) Answers to Both the sections to be written in SEPARATE answer books.

**SECTION - I**

- Q.1) Answer the following: (15 Marks X 1 = 15 Marks)  
Explain how Online Marketing is useful in Modern Marketing context.
- Q.2) Answer the following: (15 Marks X 1 = 15 Marks)  
What is Market Segmentation? Explain its benefits and bases with suitable examples.
- Q.3) Answer the following: (15 Marks X 1 = 15 Marks)  
Elaborate the components and process of Marketing Plan.
- Q.4) Answer the following: (15 Marks X 1 = 15 Marks)  
Elaborate the impact of 4 P's on formulation of marketing mix for consumer goods?
- Q.5) Answer the following: Attempt ANY ONE (15 Marks X 1 = 15 Marks)
- a) What do you mean by Price? Explain the objectives and determinants of pricing.
  - b) What is Sales Promotion? How is it different from other elements of the Promotion Mix?
- Q.6) Write short notes on the following: Attempt ANY THREE (5 Marks X 3 = 15 Marks)
- a) Modern Marketing
  - b) Benefits of Market Segmentation
  - c) Market Survey techniques
  - d) Marketing Mix for Consumer Market
  - e) Stages of Product Life Cycle
  - f) Sales Promotion techniques

**SECTION - II**

- Q.7) Answer the following: Attempt ANY ONE (20 Marks X 1 = 20 Marks)
- a) Marketing is a reflector of standard of living. By citing suitable examples explain how marketing has impacted on the standard of living of people over the years.
  - b) Ajanta pharmaceuticals is planning to launch a range of lifestyle stores. Which broad markets should it target for? Who should be its target customers? Profile them and suggest positioning options.
- Q.8) Answer the following: Attempt ANY ONE (20 Marks X 1 = 20 Marks)
- a) A famous five star hotel is planning to start fast food restaurants in major cities of the country. What are the various parameters they should consider to conduct market research?
  - b) "Marketing is becoming an activist business function since it is influencing the social environment by reaching its potential markets". Discuss.
- Q.9) Answer the following: Attempt ANY ONE (20 Marks X 1 = 20 Marks)
- a) What information is necessary for making a pricing decision? Explain their relevance in the case of a new product in Indian Toothpaste market.
  - b) Suggest a suitable distribution channel for a company dealing in designer sarees in Indian metro cities.

\*\*\*\*\*