

Time: 3 Hours

Max. Marks: 60

**SECTION-A**

Q1. Attempt ALL PARTS of the following:

(8\*1=8)

- Define marketing.
- What is marketing mix?
- Define product.
- Explain branding.
- What do you understand by pricing?
- Explain 2 strategies of pricing.
- What is promotion?
- Define 2 sales promotion tools.

**SECTION-B**

Q2. Attempt ANY TWO parts of the following:

(2\*6=12)

- Explain marketing environment and its factors.
- What are the various classifications of a product? Explain in detail.
- Define channel dynamics in detail.
- Explain media planning and its strategies.

**SECTION-C**

Q3. (Attempt any TWO PARTS from the following)

(2\*5=10)

- What is market segmentation and its types?
- What do you understand by market targeting?
- Define customer value and satisfaction in detail.

Q4. (Attempt any TWO PARTS from the following)

(2\*5=10)

- Define PLC. What are the various stages of PLC explain with the help of a suitable examples?
- What is brand equity? Define in detail.
- Define product positioning and its various strategies.

Q5. (Attempt any TWO PARTS from the following)

(2\*5=10)

- What are the basic objectives of pricing?
- Differentiate between channel dynamics and design.
- Explain marketing channels its functions and flows.

Q6. (Attempt any TWO PARTS from the following)

(2\*5=10)

- Define promotion and at least 5 objectives of promotion.
- What is advertising budget in detail?
- Differentiate between sales promotion and advertisement.