

Answer any Five questions
All questions carry EQUAL marks
Question No. 8 is Compulsory

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| 1. | a) | Describe the factors affecting Marketing Mix. | 6M |
| | b) | Discuss various classifications of Customer. | 6M |
| 2. | | Explain with an illustration, the stages of product life cycle and discuss the strategies employed by marketers at each stage of the product life cycle. | 12 M |
| 3. | | Define STP? Explain the importance of STP concepts in relevance to present day marketing. | 12 M |
| 4. | a) | In detail discuss various factors to be considered while deciding a pricing strategy. | 6 M |
| | b) | Explain various factors to be considered while selecting a channel member | 6 M |
| 5. | | Enumerate the causes of poor sales and suggest the measures for increasing sales through effective promotion activities. | 12 M |
| 6. | | Discuss the macro and micro environmental factors impacting Marketing. | 12 M |
| 7. | a) | How the products are being marketed through digital channels in today's business scenario? | 6 M |
| | b) | Explain the impact of digitalization on present day marketing. | 6 M |
| 8. | | CASE STUDY:
Mr. John & Mr. Keen (J & K) are two enterprising youth. They are management degree holders (PG) from national school of importance. They want other people to work under them rather than they working under other people. So, they will launch fresh vegetable in Indian Markets. Having learnt of future conventional foods, they decided to venture into cultivation of mushrooms. Mushrooms are known to be the best alternative food for vegetarians. For John and Keen, fund raising was a serious handicap for mass production. However, the first trial batch of mushrooms that they produced was brought by star hotels in Metro City. Further, the hotel started placing orders for supply of 20 kgs every day. Now the Mushroom Industry is run by small entrepreneurs. Another big player M/s Mosh Mushrooms, equipped with cold storage facility was more interested in export market. J & K have set their sight high now. They aim to sell mushrooms in a very big way all over the country. Mushrooms have a great market potential and is a perishable foods.
Questions: <ol style="list-style-type: none"> 1. In what ways can a J & K mushroom seek to gain better understanding of its marketing environment? 2. What will you advise J & K, as how to increase the Indian Consumers awareness about this new food product? 3. What would be your suggestions for distribution channel for mushrooms? | 12 M |