

1. (a) Explain the concept of Holistic Marketing with example. How is it different from the Marketing Concept? (5+5)

(b) Discuss the implications of current changing scenarios in technological and political environment on the marketing decisions of a business with examples. (4+4)

**OR**

(a) What do you mean by marketing mix? 'Traditional marketing mix framework is applicable to both tangible and intangible products.' Do you agree? Substantiate it with examples. (3+3+3)

(b) Discuss and analyse the marketing environment of a company which is planning to launch a new mid-segment electric car in India. (9)

2. (a) Explain the consumer buying decision process for a product, like 'smart phone'. Do these stages differ if the product to purchase is a 'pen'? Why?

- (b) 'Though positioning is done to the product but is targeted at the prospective consumer mind.' Discuss the statement in the light of the concept of product positioning. How is it different then market targeting? Explain the various targeting strategies with examples. (3+3+3)

**OR**

- (a) Define consumer behaviour. Why is it important for a marketer to study consumer behaviour? Discuss the psychological factors influencing consumer behaviour with examples. (3+3+3)
- (b) What are different bases of segmentation of consumer market? Suggest the suitable bases for segmentation of market for the following products:
- (i) Millet-based snack
  - (ii) Wireless ear-phone (5+2+2)
3. (a) What is product mix? Explain the concept of length, depth, width and consistency of product mix using an example of a multi-product company. (2+4)
- (b) Discuss the various stages of the new product development process. Why does a new product fail in the market? (10+2)

**OR**

(a) Define the concept of a product. Classify and differentiate consumer products based on durability and shopping efforts. Give examples. (2+6)

(b) Explain the concept of a Product Life Cycle (PLC) with the help of a diagram? What are the various strategies used by marketers to prolong the growth and maturity stage of PLC? (4+3+3)

4. (a) Differentiate between penetration pricing and skimming pricing strategy. Discuss the suitability of these pricing strategies for the following products :

(i) Health drink

(ii) Electric car (4+2+2)

(b) 'Sales promotion act as a bridge between advertising and personal selling.' Discuss this statement in the light of the growing importance of Integrated Marketing Communication (IMC). (5+5)

**OR**

(a) Discuss the importance of channels of distribution in the marketing of goods. Explain the various types of agent and merchant middlemen? (6+6)

- (b) Differentiate between push and pull strategy.  
Which strategy is suitable for which type of products? Discuss with example. (6)

5. Write a short note on **any three**: (6+6+6)

(a) Rural Marketing

(b) Digital Marketing

(c) Marketing logistic decision

(d) Cost-based vs. Value-based Pricing Method

(e) Sustainability Marketing