

SECTION-C

Note: Long answer type questions. Attempt any three questions. 3x10=30

- Q.3 Discuss how online marketers can compete with the transitional marketers when they sell the same product online.
- Q.4 What are the stages in products life cycle? Discuss its problems and prospects.
- Q.5 Enumerate 'management of physical distribution'.
- Q.6 Discuss the methods of price determination.
- Q.7 Personal selling is the ability to persuade people to buy goods and services at a profit to a seller and benefit to the buyer. "Examine.

No. of Printed Pages : 4

Roll No.

124144/84144

4th Sem. / FAA

Subject : Marketing MGT / Principle of Marketing

Time : 3 Hrs.

M.M. : 100

SECTION-A

Note: Very Short Answer type questions. Attempt any 15 parts. (15x2=30)

- Q.1 a) Define marketing Environment.
- b) Product targeting.
- c) Social marketing.
- d) Going rate pricing.
- e) Define wholesalers.
- f) List different sales promotion techniques.
- g) Product mix.
- h) Define marketing research.
- i) Product line decision.
- j) Concept of Re-positioning.

- k) Skimming price.
- l) Brand equity.
- m) What is traditional marketing?
- n) Explain AIDAS.
- o) What is E-marketing.
- p) Publicity
- q) Various types of advertising
- r) Global marketing concept.

SECTION-B

Note: Short answer type questions. Attempt any ten parts 10x4=40

- Q.2
- i) Characteristics of success of a new product in market.
 - ii) Objectives of pricing policy.
 - iii) Why marketing is important now a days?
 - iv) Discuss briefly the causes of failure of new product in the market.

(2) 124144/84144

- v) What is the use of advertising in sales promotion?
- vi) Distinguish personal selling and publicity.
- vii) State the qualities required for a good advertisement copy.
- viii) Scope of E-marketing.
- ix) Discuss the factors affecting market segmentation.
- x) Explain demographic variables in marketing environment.
- xi) Discuss the factors govern the choice of channel of distribution.
- xii) What is the role of intermediaries in channel of distribution.
- xiii) Discuss the various methods of building brand loyalty?
- xiv) What is meant by idea generation? Discuss the methods of generating an idea in new product.
- xv) Elements in promotion mix.

(3) 124144/84144