

Subject : Fundamentals of Marketing

Day : Thursday
Date : 09/06/2016



Time : 10.00 AM TO 1.00 PM
Max Marks : 80 Total Pages : 1

N.B. :

- 1) Attempt **ANY FIVE** questions from **Section-I**. Each question carries **10 marks**.
 - 2) Attempt **ANY TWO** questions from **Section-II**. Each question carries **15 marks**.
 - 3) Answers to both the sections should be written in the **SAME** answer book.
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SECTION-I

- Q.1** Define Marketing Management. Explain in detail how the marketing department should be integrated with other departments in the organisation. (10)
- Q.2** Define Price-Mix. Explain the two different pricing methods. (10)
- Q.3** What are the benefits of market segmentation? Explain in detail different bases used for market segmentation. (10)
- Q.4** Define Marketing Research. Explain the process of Marketing Research. (10)
- Q.5** Describe the different ideas of sales promotion for salesmen and also for customers. (10)
- Q.6** Which micro and macro factors are taken into consideration while analyzing Marketing Environment? (10)
- Q.7** Write short notes on **ANY TWO** of the following : (10)
 - a) Types of Market
 - b) Market Survey
 - c) Product positioning
 - d) Roles of channels of distribution

SECTION-II

- Q.8** Explain how and why marketing objectives change in every stage of product Life Cycle. Give suitable examples. (15)
- Q.9** As the Marketing Director of new company you have to launch AKASH TABLET in Rural India. Explain in details your plans for Marketing-Mix. (15)
- Q.10** Explain the different methods required for Sales Promotion for achieving Goals of Business. Give suitable examples. (15)

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