

Time Allowed : 3 Hrs.

Maximum Marks : 80

Note : Attempt five questions in all, selecting at least one question from each unit. Each question carries equal marks.

UNIT-I

1. "The marketing in the 21st century shall be to consider marketing as the process of delivering value." How can a marketer understand, create and deliver value ?
2. Define the Marketing Information System. How Marketing Information System developed ?
3. Design a marketing mix for the following products. Justify your answers:
 - (a) Portable MP 3 Player
 - (b) Branded Rice.

UNIT-II

4. What do you mean by marketing environment ? Explain its role in determining the marketing strategies in Indian business with the help of suitable examples.
5. Highlight the main factors effecting consumer buying behaviour in general and in context with electronic goods, especially in festival period in India.

UNIT-III

6. What do you mean by New Product Development ? Explain different steps involved in the New Product Development Process.
7. What is Product Life Cycle (PLC) ? How do the various marketing decisions differ in each stage of the PLC ?
8. Differentiate between Product and Brand. Explain various branding and packaging decisions with context to Indian marketing environment.

UNIT-IV

9. Explain various Pricing Strategies adopted by the companies in Indian business environment. Also give examples of each of them.
10. Differentiate between Marketing Logistics and Supply Chain Management. Explain various logistics decisions with context to Indian marketing environment.