

Time: 11:00 to 1:00

Date: 10/10/2017

Marks: 50

Time: 2 hrs.

Q-1 Answer the following. (Any Eight)

[16]

1. Define product. Enlist classification of consumer product.
2. Discuss the trends in marketing practices
3. Describe the terms style, fashion and fad life cycles.
4. Explain the functions of labeling.
5. What is differential pricing?
6. Discuss the functions of wholesalers.
7. Explain the term- internal marketing.
8. What is corporate social responsibility?
9. Define retailing.

Q-2 Answer the following. (Any Two)

[20]

1. Discuss the stages product life cycle of Nokia. Which marketing strategies are used at each stage of PLC?
2. ABC Corporation starts to produce Potato Wafers. Discuss the procedure to determine the final market price of Potato Wafers.
3. In case of following brands, which distribution strategy has been used by the company:
 - a. Raymond Shop
 - b. Balaji Wafers
 - c. Harley Davidson Bikes
 - d. Patanjali Ayurvedic Products

Q-3 Answer the following in detail. (Any Two)

[14]

1. Describe the various ways by which the products and service can be differentiated.
2. Discuss the major channel design decisions.
3. Describe the elements of marketing communication mix.