

CODE : SANTIAGO

Time : 2 Hrs.

Principles of Marketing

Marks : 60

- Instructions :- 1) All questions are compulsory
2) Figures to the right indicate full marks.

- Q.1 a) Enumerate the concepts of marketing. Discuss the modern marketing concepts 6
b) Explain the micro factors of marketing environment. 6

OR

- Q.1 Explain in detail the functions of marketing. 12

- Q.2 a) Explain the strategies to segment market. 8
b) Write a note onn Essentials, or requirements of market segmentation. 5

OR

- Q.2 a) What is E-commerce? Outline the objectives of E-Commerce. 8
b) Write a short note on the impact of changing consumer behaviour on marketing. 5

- Q.3 Discuss in detail the marketing research process. 12

OR

- Q.3 a) Discuss the steps involved in launching a new product. 6
b) Write a short note on product positioning. 6

- Q.4 a) What is meant by distribution channel? Discuss the channel levels for consumer goods. 8
b) Write a short note on skimming and Penetrating pricing strategy. 5

OR

- Q.4 a) Define 'advertising'. Discuss the role of advertising in modern business. 8
b) Write a short note on sales promotion techniques at salesforce level. 5
