

08103108

Time : 2 hrs.

FYBMM  
Principles of Marketing

**CODE - VALSAD**

Marks :50

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

- Q.1** a) Define the term 'marketing'. Explain its main features. 6  
b) Explain the importance of marketing. 6

**OR**

- Q.1** a) Define 'marketing mix'. Explain the elements of marketing mix. 6  
b) Explain the macro factors affecting marketing environment. 6

- Q.2** a) Define 'market segmentation'. Explain the bases of market segmentation for consumer goods. 8  
b) Write a short note on mass marketing and target marketing strategy. 5

**OR**

- Q.2** a) Discuss the factors influencing organisational behaviour. 8  
b) Write a short note on Business to Business transaction. 5

- Q.3** a) Explain the advantages and limitations of marketing research. 6  
b) Define MIS. Discuss the components of MIS. 6

**OR**

- Q.3** a) Distinguish between Consumer goods & Industrial goods. 6  
b) Write a short notes on Product life cycle. 6

- Q.4** a) What is a Price mix ? Discuss the methods of Pricing. 8  
b) Write a short note on types of retailers. 5

**OR**

- Q.4** a) State the meaning of promotion management. Discuss the elements of promotion mix. 8  
b) Write a short note on Pull and Push strategy. 5

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