

Time : 2 hrs.

CODE - JURIST

Marks :60

- N.B.**
- 1) **Section I is compulsory**
 - 2) **Attempt any three questions from Section II**
 - 3) **Figures in the right indicate maximum marks.**
 - 4) **Give Examples.**

SECTION - I

(2 X 5)

Q.1) Answer the following questions in brief

- A) What do you mean by "Capital Market"
- B) How "Marketing" differs from Market.
- C) Explain the concept of Mission, Vision and Values.
- D) State the Pricing objectives of a Product.
- E) State the Kinds of Advertising.

Q.2) CASE STUDY

(2 X 10)

- a) You are a marketing manager of a company manufacturing 'beauty Soaps' The CEO of your company is planning to launch a new product (Toiletries Soap) in the Market. What are the 4 P's for launching that product ? Justify.
- b) Do a STP for launch of " Washing Machine."

SECTION -2

Q.3) If you are a CEO of an aerated drink company. What Mission, Vision and Value will you have for that company. State What type of information you will have for the Company.

10

Q.4) Explain in detail the various factors that affects consumer behaviour. Give examples.

10

Q.5) Distinguish in 5 point between

(5 x 2)

- a) **MARKETING** and Selling
- b) **Consumer Market** and Industrial Market

Q.6) State in detail about " Marketing Channels."

10

Q.7) Write Short notes on (Any TWO)

(5 x 2)

- i) **PRODUCTION CONCEPT** and The product concept of business ?
- ii) **INTEGRATIVE GROWTH STRATEGY**
- iii) **4 ' C's of MARKETING**