

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

Section-I

- Q.1 Answer the following questions in brief : (2x5)**
- a) What do you mean by "Services" Market ?
 - b) How marketing differs from Market ?
 - c) Explain the concept of Mission, Vision & Value.
 - d) State the Pricing objectives of a product.
 - e) What is Persuasive advertising.
- Q.2 Case Study : 10**
- a) "You are a marketing manager of a company manufacturing "Window Air Conditioner". The CEO of your company is planning to launch a new product (Special AC) in the Market. What are the 4 Ps' for launching that product? Justify.
 - b) Do a STP for launch of "Fruit JAM". 10

Section - B

- Q.3 If you are a CEO of a real estate 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 State in detail Product positioning. Give example. 10**
- Q.5 Distinguish in 5 point between. (5x2)**
- a) Marketing and selling.
 - b) Domestic market & Global Market.
- Q.6 State the consumer and Industrial Marketing channels in details.**
- Q.7 Write short notes on (any two)**
- a) Perceived value Pricing.
 - b) FMCG (Fast-moving consumer Goods)
 - c) Teenager segment.