

- NOTE :** 1) Both questions of Section I are compulsory.  
 2) Attempt any three questions from Section II.  
 3) Figures to right indicate full marks.

**SECTION I**

- Q. 1**
- a) Write short note on Need-Want-Demand. (2)
  - b) Outline the main objectives of marketing management. (2)
  - c) Explain the main features of high involvement and low involvement products (2)
  - d) Explain the functions of MIS. (2)
  - e) Write short note on product life cycle. (2)
  - f) "Indian consumers need protection from unfair marketing practices"  
 Discuss in the light of ethics in marketing. (2)
  - g) Distinguish between consumer and organisational buying. (3)

**Q. 2 Case Study**

Kolkata Tea company is a tea processing company operating in India since 1989 and has been in tea processing and marketing business. Mr. Souvik Chatterjee is working as dynamic Deputy General Manager (Product Development) of the company since June 2005. The company has introduced new tea products to cater to the growing and changing needs of tea drinkers. Mr. Chatterjee travelled extensively to feel the pulse of different segment of tea drinker. He noticed that many tea drinkers needed fresh tea at any time of the day. They do not favourable to disturb others. (Family members, office staff etc.) for their bed tea requirement. In fact, he himself was facing this problem at his residence and also in three star hotels during his tours.

Mr. Chatterjee's scientific mind started to analyse this problem and his company soon decided to introduce a new product ie. tea tablets, developed by R & D Department of the company. These tables were so designed that one tablet added to hot water (not necessarily boiling water) would produce a fresh cup of tea easily and quickly without leaving any residue in the cup. The company decided to launch its new product i.e. tea tablets on 15th Aug. 2009.

**Questions :**

- 1) Do you feel that new product of the company is promising? (2)
- 2) Suggest two brand names to the new product. (1)
- 3) Briefly suggest the marketing mix for tea tablets ? (8)
- 4) State the important consumer segments for tea tablets (3)
- 5) What should be price of the tea tablet ? (1)

**SECTION II**

- Q. 1** Enumerate the different concepts of marketing. Discuss any three concept of marketing. (10)
- Q. 2** How stimulus - response model explains buyer behaviour? (10)
- Q. 3** Explain product mixed decision and product line decision with example. (10)
- Q. 4** Explain different pricing objectives. (4)  
Explain any three types of pricing in brief. (6)

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