

(3 Hours)

[Total Marks: 80]

N.B.: (1) Question No.1 is **compulsory**.

(2) Attempt any **three** questions from remaining **five** questions.

(3) Draw neat and labeled diagrams wherever required.

(4) **Figures** to the **right** indicate **full** marks.

- Q.1) Write short notes on the following: - 20
- (a) Marketing plan and implementations.
 - (b) Retailing.
 - (c) Buying decision process.
 - (d) Different product policies adopted in marketing.
- Q.2) (a) cost of lost customer and total customer satisfaction 10
- (b) Discuss product features on new product development. 10
- Q.3) (a) Explain forecasting and demand measurement with examples in details. 10
- (b) Highlight the promotional value of advertising. Explain sales promotion in brief. 10
- Q.4 Explain the following in brief: (5 x 4)
- (a) Organizational and Government buyers.
 - (b) Assessment of marketing opportunities.
 - (c) Audit of customer satisfaction.
 - (d) Marketing intelligence and marketing performance.
- Q.5 (a) Explain marketing concepts and tools. Explain major drivers of the economy. 10
- (b) Explain 4P's of product marketing and 7P's of service marketing. 10
- Q6. Explain the following in brief: (5 x 4)
- (a) Customer perceived value.
 - (b) Market research.
 - (c) Selection of marketing staff.
 - (d) Segmenting and targeting.
