

Con. 10757-12.

(REVISED COURSE)

KR-5586

(3 Hours)

[Total Marks : 100

- N.B. :** (1) Question No. 1 is compulsory.
 (2) Attempt any four questions from remaining six questions.
 (3) Figures to the right indicate full marks.
 (4) Illustrate your answer with examples cases wherever possible.

1. Answer the following questions :— 20
 - (a) It is no longer enough to satisfy customers. You must delight them. Explain kotler views.
 - (b) Marketing is typically seen as the task of creating, promoting and delivering goods and services to consumers and business. Explain the scope of marketing.
2.
 - (a) What factors should a company review before deciding to go abroad. 8
 - (b) What are the major ways of entering a Foreign Market. 6
 - (c) To what extent must the company adapt its products and marketing program to each country. 6
3.
 - (a) How to ascertain competitors strategies, objectives strengths, and weakness and reaction patterns ? 8
 - (b) When should the company initiate a price change and how should it respond to a competitors price change ? 6
 - (c) How does market research help in marketing. 6
4.
 - (a) What decisions do companies face to designing a sales force ? 8
 - (b) What do you understand by sales forecasting ? Why is it necessary in marketing ? What is its effect on the other functions in a company. 6
 - (c) Highlight the promotional values of advertising. 6
5.
 - (a) Explain major Driven of New Economy. 6
 - (b) What are the Four 'P's of Marketing ? 6
 - (c) Explain briefly cost of the lost customer. 8
6.
 - (a) What do you understand by product life cycle ? 8
 - (b) What challenges does a company face in developing new products. 6
 - (c) What way would you select a New Dealer. 6
7. Write short notes on any four :— 20
 - (a) The Growth of Direct Marketing
 - (b) Branding
 - (c) Relationship Marketing
 - (d) Celebrity Advertising
 - (e) Advertising Budget
 - (f) B 2 B
 - (g) Total Customer Satisfaction
 - (h) B 2 C.

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Wenbin Ji



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In a digital era where connections and knowledge reign supreme, the enchanting power of language has been apparent than ever. Its ability to stir emotions, provoke thought, and instigate transformation is truly remarkable. This extraordinary book, aptly titled "**Sample Essay Questions For Marketing Management Exam**," published by a very acclaimed author, immerses readers in a captivating exploration of the significance of language and its profound effect on our existence. Throughout this critique, we shall delve into the book's central themes, evaluate its unique writing style, and assess its overall influence on its readership.

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