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(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 :-
 - (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.
 - (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.
- 3. (a) How to ascertain competiters strategies, objectives strengths, and weakness and 8 reaction patterns?
 - (b) When should the company initiate a price change and how should it respond to a competiters price change?
 - (c) How does market research help in marketing.
- (a) What decisions do companies face to designing a sales force?
 (b) What do you understand by sales forecasting? Why is it necessary in 6.
 - (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.
 - (c) Highlight the promotional values of advertising.
- 5. (a) Explain major Driven of New Economy.
 - (b) What are the Four 'P's of Marketing?
 - (c) Explain briefly cost of the lost customer.
- 6. (a) What do you understand by product life cycle?
 - (b) What challenges does a company face in developing new products.
 - (c) What way would you select a New Dealer.
- 7. Write short notes on any four :-
 - (a) The Growth of Direct Marketing
 - (b) Branding
 - (c) Relationship Marketing
 - (d) Celebrity Advertising
 - (e) Advertising Budget
 - (f) B2B
 - (g) Total Customer Satisfaction
 - (h) B2C.

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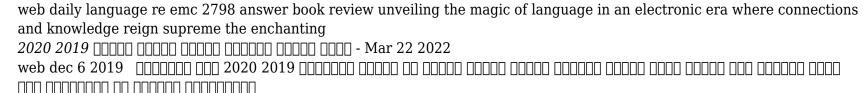
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