

**Instruction to Candidates:**

- 1) Section - A is compulsory.
- 2) Attempt any Nine questions from Section - B.

Section - A  
(15 x 2 = 30)

Q1)

- a) What do you understand by Sellers Market?
- b) Define Publicity.
- c) Distinguish between a push policy and pull policy.
- d) What is AIDA approach of selling?
- e) Define marketing tasks.
- f) What are characteristics of services?
- g) Differentiate between marketing policy and marketing strategy.
- h) Distinguish between rational buying motives and emotional buying motives.
- i) What is difference between packaging and packing?
- j) What is relationship marketing?
- k) What is the societal concept of marketing?
- l) Describe niche marketing.
- m) Distinguish between the terms: concept testing, product testing and test marketing.
- n) Differentiate between customer and consumer.
- o) What is meant by product line extension?

Section - B  
(9 x 5 = 45)

- Q2) "Marketing is the creation and delivery of standard of living". Elaborate the statement using suitable examples.
- Q3) Explain the evolution of marketing concept. Critically evaluate each stage of evolution.
- Q4) What is marketing environment? By discussing the main dimensions, explain the impact of environmental forces on marketing.
- Q5) What are the characteristics and benefits of Market Segmentation? Discuss in detail different bases of segmenting the market.
- Q6) What is Product Life Cycle? Discuss the major marketing strategies that are to be followed at various stages of PLC.
- Q7) Describe the various factors influencing consumer behaviour. Explain the consumer buying process with suitable examples.
- Q8) Describe alternative pricing strategies. Describe the important factors to be considered while pricing a product.
- Q9) Critically evaluate various techniques of marketing control.
- Q10) What do you understand by marketing channels? Discuss different factors affecting the choice of distribution channel.
- Q11) Explain the different components of promotion mix. Discuss the various factors influencing the promotion mix.
- Q12) What is the need of an information system in marketing? Explain the concept and components of Marketing Information System.
- Q13) What do you understand by "New Product"? Discuss the stages of new product development process.