

- 1-e. Identify a dimension of product mix. (CO3, K1) 1
- (a) Width
 - (b) Depth
 - (c) Length
 - (d) All of the above
- 1-f. State a stage in product life cycle (PLC). (CO3, K1) 1
- (a) Growth
 - (b) Distribution
 - (c) Pricing
 - (d) Promotion
- 1-g. Name a type of channel based on length. (CO4, K1) 1
- (a) Direct
 - (b) Advertising
 - (c) Pricing
 - (d) Packaging
- 1-h. Identify a direct channel example. (CO4, K1) 1
- (a) Online store
 - (b) Retailer
 - (c) Wholesaler
 - (d) Distributor
- 1-i. Meaning of rural marketing. (CO5, K1) 1
- (a) Marketing to rural consumers
 - (b) Urban marketing
 - (c) Digital marketing
 - (d) CRM
- 1-j. Mention a key benefit of CRM. (CO5, K2) 1
- (a) Enhanced loyalty
 - (b) Reduced inventory
 - (c) Lower cost
 - (d) More intermediaries

2. Attempt all parts:-

- 2.a. List any two importance of marketing. (CO1, K1) 2
- 2.b. Define consumer behavior. (CO2, K1) 2
- 2.c. Identify a factor affecting price decisions. (CO3, K1) 2
- 2.d. Define marketing channel. (CO4, K1) 2
- 2.e. Define rural marketing. (CO5, K1) 2

SECTION-B

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3. Attempt all parts:-

3.a. Answer any one of the following:-

- 3.a.(i) Illustrate functions of marketing in an organization. (CO1, K2) 6

3.a.(ii)	Describe a marketing orientation approach and its significance. (CO1, K2)	6
3.b.	Answer any one of the following:-	
3.b.(i)	Describe the consumer buying decision process. (CO2, K2)	6
3.b.(ii)	Examine the impact of social and situational factors on buying decisions. (CO2, K3)	6
3.c.	Answer any one of the following:-	
3.c.(i)	Explain role of product life cycle in marketing strategy. (CO3, K2)	6
3.c.(ii)	Describe internal and external pricing factors. (CO3, K2)	6
3.d.	Answer any one of the following:-	
3.d.(i)	Explain types of marketing channels with examples. (CO4, K2)	6
3.d.(ii)	Describe features of direct and indirect channels. (CO4, K2)	6
3.e.	Answer any one of the following:-	
3.e.(i)	Explain the importance of rural marketing in developing economies. (CO5, K2)	6
3.e.(ii)	Explain the role of digital marketing in reaching new customer segments. (CO5, K2)	6
<u>SECTION-C</u>		50
4.	Answer any <u>one</u> of the following:-	
4-a.	Compare and contrast different market targeting strategies. (CO1, K4)	10
4-b.	Describe the bases used for segmenting consumer markets. (CO1, K2)	10
5.	Answer any <u>one</u> of the following:-	
5-a.	Compare and contrast characteristics of consumer and business markets. (CO2, K4)	10
5-b.	Explain Nicosia Model of buying behavior. (CO2, K2)	10
6.	Answer any <u>one</u> of the following:-	
6-a.	Discuss evolution of product mix strategies over time. (CO3, K2)	10
6-b.	Differentiate between introduction and maturity stages in PLC. (CO3, K4)	10
7.	Answer any <u>one</u> of the following:-	
7-a.	Evaluate impact of multi-channel marketing on sales growth. (CO4, K5)	10
7-b.	Describe personal selling in detail, also mention its importance. (CO4, K2)	10
8.	Answer any <u>one</u> of the following:-	
8-a.	Discuss strategies for effective rural marketing campaigns. (CO5, K2)	10
8-b.	Examine role of mobile marketing in enhancing customer experience. (CO5, K5)	10