

26/4/13

- N.B. :** (1) All questions are compulsory.
(2) Figures to the right indicate full marks.

1. (a) Explain the functions of Marketing. 8
(b) Distinguish between Marketing and Selling. 7
OR
(p) Discuss the importance of marketing to non-profit organisation. 8
(q) Explain the steps in organisational buying decision process. 7
2. (a) Explain the Product Life Cycle. 8
(b) Explain the factors affecting the consumers buying behaviour. 7
OR
(p) Explain the concept of CRM. 8
(q) Write a note on Analysing Competitors. 7
3. (a) Explain how insurance products are Marketed in UK. 8
(b) Discuss the Institutional and Government Markets. 7
OR
(p) Explain the characteristics of services. 8
(q) Discuss the Porter's Five Force analysis. 7
4. Write short notes any three of the following :- 15
 - (a) Buying Roles
 - (b) Marketing of Financial Products in USA.
 - (c) Micro Environment
 - (d) Participants in Financial Markets
 - (e) Marketing Mix (4 P's).
