

Note:

1. All Questions Are Compulsory
2. All Questions Carry Equal Marks
3. Figures to the right indicate full marks

Q.1 Answer any Two (7.5 Marks Each)

- a) Explain in Detail Functional Areas of Marketing?
- b) Explain concepts of marketing with example? (2.5 Marks Each)
 - i. Needs
 - ii. Exchanges
 - iii. Transfer
- c) Distinction between Marketing v/s Selling?

Q.2. Answer any Two (7.5 Marks Each)

- a) Explain PEST factors influencing marketing environment?
- b) Marketing Research has tremendous Importance as a component of MIS? Explain in Detail?
- c) If a company Launches or modifies its product; what kind of research company is involved into and state the importance of that research?

Q.3. Answer any Two (7.5 Marks Each)

- a) Explain PLC with respect to any product?
- b) Explain Essentials of Good Brand Name?
- c) Explain factors Influencing Pricing Policy?

Q.4. Answer any Two (7.5 Marks Each)

- a) Explain in Detail characteristics of E-Marketing?
- b) Explain Basis of Market Segmentation?
- c) Explain Forms of E-Marketing?

Q.5. Case – Study (15 Marks) (5 Marks Each)

TPA Sales Corporation

Environmental protection is gaining momentum, with India poised to play a greater role in years to come. There is a great potential for a category role in coming years. There is a great potential for a category of non-solid natural timber products which mainly include PVC board, sub-wood MDF boards, glass fibre reinforced plastic, wood based particle board, black board etc.

MDF boards are produced from agro based raw-material and have been widely accepted as the most effective wood substitute globally. Initially these were manufactured on low scale but TPA Sales Corporation came ahead with new technology and equity participation from world leaders in U.S.A. Using state-of-art technology with an investment of Rs. 6000 Lacs, the plant is geared to produce 40,000 Tonnes of Sub-wood MDF yearly.

Sub-wood MDF has a wide usage in housing, industrial and institutional sectors. MDF industry is experiencing global boom. There exist major demand supply gap. The demand for natural wood by the building

industry in India is estimated at a phenomenal 12 million tonnes per year. However, the product being new to the Indian market, it is going to face a tough competition from natural wood high income class and also the lower strata of the society.

Sub-wood MDF has positioned as the most versatile and economical product.

Questions:

- Explain the Marketing Mix?
- What should be the pricing technique adopted by the TPA sales corporation?
- Suggest a Distribution channel for the MDF?

— The End —

munotes.in