

Note:

- All Questions Are Compulsory
- All Questions Carry Equal Marks
- Figures to the right indicate full marks

Q.1 Answer Any Two**(15 Marks)**

- a) Explain concepts of marketing with example? (2.5 Marks Each)
 - i. Needs
 - ii. Exchanges
 - iii. Transfer
- b) Explain Evolution of Marketing concept in Detail?
- c) Explain Features of Marketing?

Q.2 Answer Any Two**(15 Marks)**

- a) Explain Characteristics of Service in Detail?
- b) Explain Marketing Research and Features or importance of Marketing Research?
- c) Explain Product Life cycle in Detail?

Q.3 Answer Any Two**(15 Marks)**

- a) Explain External Factors Influencing Pricing policies?
- b) Explain Bases for Segmentation?
- c) What is MIS? Explain Features of MIS?

Q.4 Answer Any Two**(15 Marks)**

- a) Explain E-Marketing and features of E-Marketing?
- b) Explain Product Levels in Detail?
- c) Explain Different Modes of Advertising?

Q.5 Case Study**(15 Marks)**

Anand Singh is a Deputy General Manager, in a coffee processing company called New India Coffee Ltd. The company took pride in introducing new products to cater to the changing needs of its customer. Mr. Anand travelled extensively to feel the pulse of different segments of coffee drinkers. He himself was very fond of drinking coffee. His friends knew that Anand did not prefer to drink coffee provided in five star hotels because it was expensive and it also did not meet the Anand's Expectation of quality. He gave up drinking coffee during the tours.

Anand realized that the problem of not getting good coffee was the universal one. His scientific mind started to analyse this and New India Coffee Ltd; introduced a new product 'Coffee Tablets' Developed by Anand. These tablets were so designed that one tablet added to hot water would produce a cup of coffee without leaving any residue in the cup. The company decided to adopt introductory low price for these tablets and planned a national launch. However the chairman felt that necessary marketing research should be undertaken before launching the product.

- a) Suggest Suitable marketing Mix to launch the new coffee tablets? (8 Marks)
- b) Explain the Need for undertaking marketing Research Before launching the coffee tablets? (7 Marks)