

17.2.17
VCD/ _____ /PRINCIPLES OF MARKETING/SEM I/FYBMM ENG/75 MARKS/2 ½ HOUR/25

Note: All Questions are compulsory.

All Questions carry equal marks.

Q1. Explain the marketing communication process with neat and labeled diagram? 15 Marks

Q2 A Explain the areas of decision making in packaging? 15 Marks

OR

Q2 A Explain rapid skimming strategy and slow penetration strategy in detail? 08 Marks

Q2 B Explain the role of marketing research? 07 Marks

Q3 A What is market segmentation? Explain consumer goods market segmentation? 15 Marks

OR

Q3 A Explain the features of IMC? 08 Marks

Q3 B Why new product innovation is needed? 07 Marks

Q4.A Explain the concept of Promotion in 4P's? 15 Marks

OR

Q4 A Explain various stages in PLC? 08 Marks

Q4 B Explain the feature of store and non store formats? 07 Marks

Q5 Write shorts notes on: (Any 3) 15 Marks

1. Importance of marketing
2. External environment of marketing
3. Market entry
4. Positioning strategies
5. Pricing products