

Marks/EXAM OCT-2019

MARKS 75

TIME 2.30. HRS

Note: -- 1. All Questions are compulsory.

Q1. Design one non existing product of your choice. and prepare its marketing Strategies which you will use to sell in the market. Explain its Segmentation, targeting and positioning. (15)

Q.2.A) What is service marketing? Explain its Features. (08)

B. Discuss various types of sales Promotions. (07)

OR

C. Discuss the Sates in the PLC. (15)

Q.3.A. "The Customer is not to be treated as onetime purchases, but as a person who will patronage the brand for life time." Examine the Statement. and explain the importance of CRM in today's highly competitive Marketing environments. (15)

OR

B. Difference between Marketing and Selling. (08)

C. What is Segmentation ? What ground a market can be Segmented. (07)

Q.4.A) What is relationship marketing ? Explain its importance (08)

B) Describe the IMC planning process. (07)

OR

C) What are the Advantage and Disadvantages of Digital Marketing. ? (15)

Q.5. Write Short note on (any 3) (15)

- a) Explain publicity.
- b) External environment of marketing.
- c) AIDA'S
- d) Essential of a good Advertising.
- e) E- marketing.