

Con. 10757-12.

(REVISED COURSE)

KR-5586

(3 Hours)

[Total Marks : 100

- N.B. :** (1) Question No. 1 is compulsory.
 (2) Attempt any four questions from remaining six questions.
 (3) Figures to the right indicate full marks.
 (4) Illustrate your answer with examples cases wherever possible.

1. Answer the following questions :— 20
 - (a) It is no longer enough to satisfy customers. You must delight them. Explain kotler views.
 - (b) Marketing is typically seen as the task of creating, promoting and delivering goods and services to consumers and business. Explain the scope of marketing.
2.
 - (a) What factors should a company review before deciding to go abroad. 8
 - (b) What are the major ways of entering a Foreign Market. 6
 - (c) To what extent must the company adapt its products and marketing program to each country. 6
3.
 - (a) How to ascertain competitors strategies, objectives strengths, and weakness and reaction patterns ? 8
 - (b) When should the company initiate a price change and how should it respond to a competitors price change ? 6
 - (c) How does market research help in marketing. 6
4.
 - (a) What decisions do companies face to designing a sales force ? 8
 - (b) What do you understand by sales forecasting ? Why is it necessary in marketing ? What is its effect on the other functions in a company. 6
 - (c) Highlight the promotional values of advertising. 6
5.
 - (a) Explain major Driven of New Economy. 6
 - (b) What are the Four 'P's of Marketing ? 6
 - (c) Explain briefly cost of the lost customer. 8
6.
 - (a) What do you understand by product life cycle ? 8
 - (b) What challenges does a company face in developing new products. 6
 - (c) What way would you select a New Dealer. 6
7. Write short notes on any four :— 20
 - (a) The Growth of Direct Marketing
 - (b) Branding
 - (c) Relationship Marketing
 - (d) Celebrity Advertising
 - (e) Advertising Budget
 - (f) B 2 B
 - (g) Total Customer Satisfaction
 - (h) B 2 C.

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focuses on the ways in which companies manage growth Specifically we discuss strategies used by companies to gain and defend market position and in this context address the issues of pioneering advantage managing sales growth and managing product lines We further address the process of developing new market offerings and the ways in which companies manage the relationship with their customers The final part of this book presents a set of tools that illustrate the practical application of marketing theory Specifically Part Eight delineates two workbooks a workbook for segmenting the market and identifying target customers and a workbook for developing the strategic and tactical components of a company's business model This part also contains examples of two marketing plans one dealing with the launch of a new offering and the other focused on managing an existing offering

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