

Please check whether you have got the right question paper.

N.B: 1) Question no 1 is compulsory

2) Attempt any four question from question no 2 to 8

3) Answer to each question must begin on fresh page

4) Figures to the right Indicate full marks

- Q.1** Explain the following concepts in not more than eight lines (any Five) **20**
- a) Needs and wants
 - b) Globalization
 - c) Core Product
 - d) Direct Marketing
 - e) SWOT
 - f) Marketing Mix
 - g) E-commerce
 - h) Break even pricing
- Q.2** a) Define Marketing. Briefly explain the features of marketing **10**
b) What are the various macro environmental factors which a marketer must consider? **10**
- Q.3** a) What is product positioning? Explain various product positioning strategies. **10**
b) What marketing strategies are appropriate at an introduction stage of product life cycle? **10**
- Q.4** a) Explain the elements of promotion -mix **10**
b) What are the various factors that influence pricing decisions? **10**
- Q.5** a) Highlight the factors influencing consumer behavior. **10**
b) What is organisation buying behavior? Explain the factors affecting organisation buying behavior. **10**
- Q.6** a) Define Services. Discuss various characteristics of Services. **10**
b) Explain the Michael Porter's model of industry attractiveness. **10**
- Q.7** Write notes on any two of the following **20**
- a) Sales Forecasting
 - b) Rural marketing challenges
 - c) Stages of New product development
 - d) BCG Model
 - e) Global Marketing

Icm Advertising Examination Past Papers Answers

Michael Rajnik



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