

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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**Puja Mehta**



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