

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

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R. S. B. Ferris



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Postharvest Technology and Commodity Marketing R. S. B. Ferris, 1998 *Advances in Social Computing* Sun-Ki Chai, John Salerno, Patricia L. Mabry, 2010-04-08 Social computing is concerned with the study of social behavior and social context based on computational systems Behavioral modeling provides a representation of the social behavior and allows for experimenting scenario planning and deep understanding of behavior patterns and potential outcomes The pervasive use of computer and Internet technologies by humans in everyday life provides an unprecedented environment of various social activities that due to the platforms under which they take place generate large amounts of stored data as a by product often in systematically organized form Social computing facilitates behavioral modeling in model building analysis pattern mining and prediction Numerous interdisciplinary and interdependent systems are created and used to represent the various social and physical systems for investigating the interactions between groups communities or nation states This requires joint efforts to take advantage of the state of the art research from multiple disciplines improving social computing and behavioral modeling in order to document lessons learned and develop novel theories experiments and methodologies to better explain the interaction between social both informal and institutionalized psychological and physical mechanisms The goal is to enable us to experiment create and recreate an operational environment with a better understanding of the contributions from each individual discipline forging joint interdisciplinary efforts This volume comprises the proceedings of the third international workshop on Social Computing Behavioral Modeling and Prediction which has grown tremendously *Daily Graphic* Ransford Tetteh, 2010-02-03 *Publisher's Monthly*, 1999 **The Mirror** Margaret Safo (Mrs.), 2006-12-23 **Infosystems**, 1980 **West Africa**, 1988 **The Economist**, 1987 *Los Angeles Magazine*, 2000-09 Los Angeles magazine is a regional magazine of national stature Our combination of award winning feature writing investigative reporting service journalism and design covers the people lifestyle culture entertainment fashion art and architecture and news that define Southern California Started in the spring of 1961 Los Angeles magazine has been addressing the needs and interests of our region for 48 years The magazine continues to be the definitive resource for an affluent population that is intensely interested in a lifestyle that is uniquely Southern Californian **Quarterly Bulletin of the Canadian Mining Institute** Canadian Institute of Mining, Metallurgy and Petroleum, 2001 Directory of British Associations & Associations in Ireland, 2002 **Directory of British Associations**, 1971 *Business Week*, 1981 CIM Bulletin Canadian Institute of Mining and Metallurgy, 1999 **Ag Chem & Commercial Fertilizer**, 1966 Rural Development Abstracts, 2006 The College Board college handbook College Entrance Examination Board, 2005 Presents a collection of profiles on 2000 four year and 16000 two year accredited colleges including information on enrollment major fields of study admissions requirements tuition and fees and student activities Index to International Statistics, 1992 *The College Board College Handbook 2006* College Board, 2005-07-20 The easy way to find and compare schools fast Who's who in the West, 2001

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