



Date: 20.12..2014

Max. Marks 100

Time: 2.00 p.m. to 5.00 p.m.

Duration 3 hours

**Instructions:**

1. From Part A, contains 4 main questions (with 8 sub questions) each question carries 1 mark. Total 32 marks
2. From Part B answer any 3 questions out of 5 questions. Each question carries 16 marks. Total 48 marks
3. Part – C is case study with sub questions. Read the case carefully and answer the sub questions 20 marks.

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**PART – A**

32 marks

( compulsory , each question carry 1 marks)

**Q.1 TRUE/ FALSE**

- 8marks

1. It is the change- a welcome feature for marketers.
2. A market can be viewed as any person , group or organization.
3. Successful companies are very weakly customer focused.
- 4 Marketing is not a societal process.
5. Secondary needs are also called as acquired needs.
6. Value is a combination of quality , service & cost.
- 7 Marketing environment includes only direct marketing operations.
8. Marketing audit is the method of marketing evaluation.

**Q-2 Match the following -**

-- 8 marks

**A**

**B**

- |                      |                               |
|----------------------|-------------------------------|
| a)Marketing          | 1) Delightment                |
| b) Demand            | 2) SWOT analysis              |
| c) Loyalty           | 3) Satisfaction orientation   |
| d) Virtual marketing | 4) Creation of value          |
| e) Sales orientation | 5) Backed by Purchasing power |
| f) Company analysis  | 6) Primary need               |
| g) Marketing mix     | 7) selling on the Net         |
| h) Basic Need        | 8) Modern & practical concept |

**Q-3 Elaborate**

**2\*4=8 marks**

- 1) 4P's
- 2) 4 C's
- 3) Need
- 4) GEF

**Q-4 Define the term .**

**2\*4=8marks**

- 1) Free trade
- 2) Reference group
- 3) Substitute product
- 4) Customer Satisfaction

**PART B**

**(48 marks)**

**Write any THREE questions out of five i.e,Q-5 to Q-9 ( 16 marks each )**

- Q-5 a) Which are the steps involved in identifying Customer needs ?
- b) What can be done to satisfy those identified needs – explain with the help of suitable example?
- Q-6 a) What do you mean by marketing environment ?
- b) Explain its type with examples?
- Q-7 Which are different theories of motivation available to understand consumer buying behavior?
- Q-8 a) Discuss concept of Market targeting with reference to any product?
- b) Explain the eight stages of market segmentation & positioning?

**Q-9 Write SHORT notes any four**

**(4\*4=16 marks)**

- a) Differentiation
- b) Relationship Marketing
- c) Flanker strategy
- d) MIS
- e) Competitor analysis

## **PART-C**

(Total marks- 20)

### **Q-10 Case study- Compulsory-**

M/s SKYLINE Airlines a large scale diversified group , since 1980. Due to recent global economic challenges Company is facing problems with customer orientation The firm is having declining sales & very few new customers.

As a marketing manager of the company elaborate:

- a) How to coin marketing concept of this company?
- b) To boost sales
- c) To increase customer s
- d) To retain customers
- e) Procedures for grievances
- f) Redesigning of customer service process

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