

- (c) Everette Rogers
- (d) None
- 1-d. From following..... is NOT an element of the marketing mix.(CO4) 1
- (a) Distribution
- (b) Product
- (c) Target Market
- (d) Advertising
- 1-e. CRM refers to_____(CO5) 1
- (a) Customer Relationship Management
- (b) Customer retention management
- (c) Both A and B
- (d) None

2. Attempt all parts:-

- 2.a. Define value proposition.(CO1) 2
- 2.b. Explain target marketing strategies with examples.(CO2) 2
- 2.c. Draft model of product mix.(CO3) 2
- 2.d. Explain the concept of conversion in marketing funnel.(CO4) 2
- 2.e. Explain concept of market research.(CO5) 2

SECTION B

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3. Answer any three of the following:-

- 3-a. Explain core concepts of marketing in detail.(CO1) 5
- 3-b. Differentiate between mass marketing and niche marketing.(CO2) 5
- 3-c. Highlight the concept of generic product.(CO3) 5
- 3-d. Give an example of premium pricing.(CO4) 5
- 3.e. Discuss the significance of green marketing with examples.(CO5) 5

SECTION C

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4. Answer any one of the following:-

- 4-a. If you have to produce a nasal spray to avoid COVID, discuss the methodology-modern marketing concept, you would use to make the product reach the international customers.(CO1) 6
- 4-b. Assess the original product offered by Nike, discuss the specifics of augmented product of the same.(CO1) 6

5. Answer any one of the following:-

- 5-a. Differentiate between market segmentation and market positioning on the basis of an example.(CO2) 6
- 5-b. Draft value proposition model of a hypothetical service industry working in academic counselling.(CO2) 6

6. Answer any one of the following:-

- 6-a. Discuss the difference between growth and maturity stage of a product, with examples.(CO3) 6
- 6-b. X brand of noodles was found to have exceeding lead content therefore it was banned, discuss the strategies it may adopt to comeback into the market.(CO3) 6

7. Answer any one of the following:-

- 7-a. Think of a product and devise an advertisement budget around it considering the various elements that can be used to frame it.(CO4) 6
- 7-b. Explain the meaning of Halo effect in brand promotion.(CO4) 6

8. Answer any one of the following:-

- 8-a. In 2019, McDonalds purchased big data start up Dynamic Yield Limited and became one of the first global restaurant brand to integrate decision technology to its restaurant, highlight the recent trend in marketing that the company has adopted.(CO5) 6
- 8-b. XYZ app, formulated a mobile app for provision of banking services to its customers globally, it also uses it for marketing and spreading awareness about various banking products and services, highlight the advantages of the same.(CO5) 6