

08/12/22

[Time: 2 ½ Hours]

[Marks:75]

- N.B.**
1. Answer **all** the questions.
  2. The Marks are assigned on the R.H.S.
  3. Draw Illustrations, **diagrams** and **Schedules** wherever necessary.
  4. Use of **simple calculator** is allowed.

**Q.1 A) Choose Correct Alternative. (Attempt Any 8 questions)**

8

1. Outbound Logistics is also known as \_\_\_\_\_ Logistics.  
a. Upstream    b. Downstream    c. Reverse    d. Green
2. The 3 C's in business are Company, Customer and \_\_\_\_\_.  
a. Cycle    b. Competitor    c. Carrier    d. Creditors
3. \_\_\_\_\_ is a qualitative technique of demand forecasting.  
a. Moving average    b. Delphi Method    c. Exponential smoothing    d. Regression
4. COFC stands for \_\_\_\_\_.  
a. Container on Flat car    b. Car on Flat Car    c. Container on Freight Carrier    d. Carrier of Freight car
5. Inter Modal Transportation which combines Air & Road \_\_\_\_\_.  
a. Fishy Back    b. Birdy Back    c. Land Bridge    d. Piggy Back
6. \_\_\_\_\_ ware houses are licensed by the government to store goods prior to payment of taxes.  
a. Bonded    b. Contract    c. Public    d. Cross-dock
7. Total cost approach is extension of \_\_\_\_\_.  
a. Activity based costing    b. Extension of mission based costing    c. Traditional P/L and Balance Sheet    d. Extension of ABC & MBC both
8. RORO is a type of \_\_\_\_\_.  
a. Material handling equipment    b. Warehouse    c. Packaging material    d. Shipping vessel
9. A network of highways connecting India's 4 Metropolitan cities is called \_\_\_\_\_.  
a. Golden Quadrilateral    b. Logistics Parks    c. Trainload    d. Dedicated freight container
10. Elimination of waste is an important characteristic of \_\_\_\_\_ supply chain  
a. Agile    b. Lean    c. Global    d. Domestic

**B) State whether the following statements are True or False:**

7

- a) Lack of communication between members of supply chain leads to Bull with effect.
- b) Customer service is a process of providing significant value added benefits to the supply chain in a cost-effective way.
- c) Time series is a qualitative method of demand forecasting
- d) When the ownership of the warehouse is with the company is called as Public warehouse.
- e) Geographical flexibility is high in Private warehouses.
- f) The purpose of material handling is to reduce the total efforts and arrive at an optimal cost.
- g) SDE analysis stands for Seasonable- Desirable – Essential.
- h) In Milk run operation a Single Truck Deliver shipment from a single supply to multiple retailers.
- i) EDI refers to storage and Communication of data in electronic form.
- j) Lean supply chain works best in high volume. Low variety and predictable environment.

Q.2) A) Explain what is logistical performance measurement? What are the elements of logistics internal performance measurement? (08)

B) Explain Inbound and Out bound logistics with example. (07)

**OR**

C) From the following data, calculate a 3 period weighted moving averages from 4th Month to 8 th Month, with weights as 3, 2 and 1. The largest weight is being assigned to most recent period and current Demand Value. (10)

Period ( Month )	1	2	3	4	5	6	7	8
Demand in Units	200	220	230	250	260	270	290	?

D) Compare Public and Private Warehousing (05)

Q.3 A) Explain the concept of Mission Based Costing (MBC). Compare MBC with traditional method of Costing. (08)

B) Explain Pipeline as a mode of transport with related advantages and disadvantages. (07)

**OR**

C) What are the benefits of Logistical Outsourcing? Differentiate between 3PL and 4PL Logistics. (08)

D) What is Primary, Secondary & tertiary Packaging. Explain the benefits of Good packaging in Modern Logistics (07)

Q.4 A) Define EOQ. The annual demand for a particular item is 20000 units. unit cost is Rs. 5/- Carrying cost on an average inventory is 20% and the ordering cost per order Rs. 40/-.

(08)

- Find
- 1) EOQ
  - 2) Total Inventory Cost.

B) Explain Logistics parks and Deep waterPorts. What is their importance in Modern Logistical Infrastructure? (07)

OR

C) Define Material Handling. Explain Guidelines or Principles of Material handling (08)

D) State the Principles for designing effective LIS (Information Functionality) (07)

Q.5) Case Study:-

According to official records, from national health organizations, as of September 27, 2021, a total of 6.1 billion doses of COVID-19 vaccination have been administered globally. Although the rapid development of COVID-19 vaccines had generated enormous excitement, health-care systems around the globe were facing the complex task of maintaining the supply chain of vaccines for their populations. There were several aspects to the COVID-19, a vaccine supply chain that makes its biggest challenges: Scale, traceability, speed, temperature control, safety and security, and the global nature of the effort and distribution. A typical supply chain solution would focus on any one of these issues, but the scientific community needs to tackle these problems altogether.

Another issue with the vaccine was the temperature control of the cold chain with extreme heat and humidity; as in many countries, daytime temperatures reach around 50°C with extensive changes in humidity. It appears to be the world's most incredible logistical difficulty, requiring a convoluted distribution, storage, freezing, and communication system. According to the WHO, 2.8 million vaccine doses were lost owing to Cold Chain problems.

Some Findings and Learnings from the challenges faced were –India being a developing nation has very limited Cold Chain storages which are otherwise also used for many other activities- needs to improve on this aspect, develop and strengthen supply chain strategies to receive, store, distribute and manage COVID-19 vaccines and their ancillary products; distribute COVID-19 vaccines from port of entry up to the most remote vaccination sites; ensure the quality, efficacy, proper tracking, reporting of vaccine utilization and safety of COVID-19 vaccines throughout the supply chain; assess, design and implement appropriate waste management mechanisms to safely treat and dispose waste while protecting the environment and populations; strengthen appropriate cold chain and logistics requirements, including reverse logistics; and provide tools to support country readiness activities to be Future ready for any catastrophic event.

- a) State the Facts and analyse the case. 05  
b) Explain what is Cold Chain Logistics and its importance? 05  
c) Critically explain the role of Cold Chain Logistics in Effective distribution & administration of Covid -19 Vaccines? 05

OR

B) Write Short Notes on: (Any 3) (15)

- a) Reverse Logistics  
b) Perfect Order  
c) Bullwhip Effect  
d) Global Logistics Trends  
e) LASH

Maximum Marks: 75

Duration: 2.5 hrs

Note:

1. All questions are compulsory.
2. Draw well labelled diagrams where necessary.
3. Figures to the right indicate full marks.

**Q 1 A. Choose the correct answers from the given alternatives: ( Any Eight) (8)**

1. Corporate communication does not entail -----  
(Corporate identity, Corporate Image, Corporate Reputation, Corporate Competition)
2. ----- is the most important part of the public relations that involves journalists  
(press relations, employee relations, investor relations, supplier relations )
3. Written defamation is called -----  
(libel, slander , grapevine, rumour)
4. PR and ----- are two closely associated fields.  
(politics, production, policies, pricing)
5. The----- is the most accessible and oldest medium to disseminate information.  
( newspaper, television, radio, internet)
6. The first rule of crisis management is to-----  
(communicate, ignore ,avoid media, defend)
7. The -----theory views organization as a part of social unit  
(systems , social exchange ,situational, diffusion)
8. The word -----is short for "weblog"  
(blog, skype, twitter, log book )
9. A firm's communication must always be -----  
(two-way, one-way, informal. dubious)
10. An E-Zine is an online -----  
(magazine , book , journal, website )

**B. Match the following: ( Any Seven ) (7)**

A	B
1. Right to information	a. Management function
2. Corporate communication	b. Access to records
3. CSR	c. Internal and external
4. Stakeholders	d. Corporate reputation
5. Crisis	e. 1986
6. The Consumer Protection Act	f. Strike
7. Media relations	g. Intrusion of solitude
8. RSS	h. Maximum coverage
9. Zig Bee	i. Really simple syndication
10. Invasion of privacy	j. Wireless communication

Q.2 a) What do you mean by corporate communication? Explain its scope. (8)

b) What is corporate reputation? State the benefits of corporate reputation (7)

OR

c) Define corporate image. Explain the factors influencing corporate image. (8)

d) Enumerate on defamation in detail and its types. (7)

Q.3 a) Define public relations. Describe various objectives of public relations (8)

b) Describe the causes of growth of public relations (7)

OR

c) Explain the systems theory of public relations with diagram (8)

d) Describe the economic and social issues in public relations environment (7)

Q.4 a) Describe the steps in implementing an effective employee communication Programme. (8)

b) What is the role of communication in crisis? (7)

OR

c) What is the role of management in employee communication? (8)

d) What is financial advertising? Explain its advantages. (7)

Q.5 a) Describe the functions of communication technology in corporate communication. (8)

b) Discuss on technological tools of communication. (7)

OR

c) Write short notes: (Any Three) (15)

1. Corporate Blogs

2. Really simple syndication

3.E- Media Relations

4. RTI

5. Sources of media information

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Instructions: All Questions are compulsory.  
Figures to the right indicates maximum marks.

**Q.1. (a) STATE WHETHER THE STATEMENTS ARE TRUE OR FALSE (Attempt any 8)** (08)

1. Services cannot be owned, touched and stored.
2. Service is performed and not manufactured.
3. Service Triangle was developed by Philip Kotler.
4. A stable political environment is essential for the growth of business.
5. The service firms in India are not affected by social cultural factors.
6. The family is the major influencer on consumer behavior.
7. Zone of tolerance is the gap between desired services and adequate services.
8. The marketing mix concept was popularized by Prof. Jerome McCarthy.
9. Price plays no role in the marketing mix of services.
10. Global companies pursue integrated strategies.

**Q.1. (b) Select the correct answer from the given option given below: (Attempt any 7)** (07)

1. \_\_\_\_\_ are co-producers of service.  
a) customers b) government c) managers
2. The world economy is increasingly characterized as economy of \_\_\_\_\_.  
a) services b) producers c) manufacturers
3. The demand for travel, communication and information services has increased due to:  
a) liberalization b) globalization c) modernization
4. \_\_\_\_\_ is the most important aspect for every customer.  
a) popularity b) reliability c) brand image
5. The person who has a specific need and proposes to buy a particular service is called.  
a) gatekeeper b) influencer c) initiator
6. The extent to which customers are willing to accept variation in service is called as:  
a) Zone of tolerance b) desired service c) adequate service
7. Which of the following is difficult to evaluate  
a) Teaching b) Food c) furniture
8. The nature of demand for services is always.  
a) Constant b) Predictable c) fluctuating
9. Equipment based services are:  
a) High contact services b) Low contact services c) No contact services

- Q.2 a. Elaborate the reasons for the growth of service industry in India. 08  
b. Distinguish between goods marketing and services marketing. 07

OR

- Q.2 c. Explain service marketing triangle with the help of diagram. 08  
d. Explain customers contact in services with an appropriate examples. 07

- Q.3 a. Explain the factors influencing buyer's behavior. 08  
b. Discuss the strategies adopted in positioning of services. 07

OR

- c. Explain the pricing strategies adopted by service sector. 08  
d. Explain in brief the extended P's of services marketing. 07

- Q.4 a. Explain the measures to close service gaps. 08  
b. Explain the different determinants of quality in service sector. 07

OR

- c. What is Benchmarking? Explain the different levels of Benchmarking. 08  
d. What is service blue printing? State the advantages of it. 07

- Q.5 a. Identify the different elements of transnational strategy. 08  
b. Discuss the current trends in health care sector. 07

OR

- c. Short notes any **Three** of the following 15  
1. Classification of services  
2. Characteristics of services  
3. Goods and Service continuum  
4. Moment of Truth  
5. Service Gaps

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- iii. M-commerce allows users to access to the internet without needing to find a place to plug in.
- iv. E-procurement applications have undetermined scope.
- v. Brick and Mortar also known as click-and-mortar business model.
- vi. Most individuals are familiar with B2C form of e-commerce.
- vii. Electronic funds transfer is a payment method to transfer money from one bank account to another bank account.
- viii. A payment gateway is a service that gives merchants the ability to perform real time credit card authorization from a website over the internet.
- ix. Spam is unsolicited email.
- x. Digital Marketing does not allow personalization and cost reduction.

- Q.2**
- a. Bring out the difference between Traditional Business and E-commerce. [8marks]
  - b. Explain how do external environmental factors affect an E-commerce business? [7marks]

**OR**

- c. Describe the factors responsible for the growth of E-commerce. [8marks]
  - d. What is M-commerce? Discuss the trends in M-commerce. [7marks]
- Q.3**
- a. Explaining in brief the concept of data warehouse. [8marks]
  - b. Discuss the principle of web design. [7marks]

**OR**

- c. Discuss some techniques for maintaining a good relationship with customers in E-business. [8marks]
  - d. What do you mean by the e-auction? Explain its advantage. [7marks]
- Q.4**
- a. What is Credit Card? What are its challenges? [8marks]
  - b. Discuss E Cash & Electronic Funds Transfer in detail. [7marks]

**OR**

- c. Explain Payment Gateway process and its types? [8marks]
  - d. What are different types of Transaction Security? [7marks]
- Q.5**
- a. What is digital marketing? Explain the advantages of digital marketing? [8marks]
  - b. Discuss the advantage and disadvantage of Content Marketing. [7marks]

**OR**

- Q.5** Write note on the following (ANY THREE) [15 marks]
- i. B2B E-commerce.
  - ii. Electronic Data Interchange
  - iii. Search Engine Optimization
  - iv. Methods of online market research.
  - v. Display advertising.

Duration – 2.5 Hrs

Total marks – 75

- Note: 1. Attempt all questions with internal choice  
2. Figures to the right indicate full marks

Q 1 A. Fill in the blanks with the appropriate answer from the alternatives given.

(Attempt any Eight)

(8)

1. When two or more organisation types are combined a \_\_\_\_\_ sales organisation is formed.  
(a. hybrid b. functional c. product d. geographic)
2. \_\_\_\_\_ is sometimes called as financial quota.  
(a. Combined quota b. Non-financial quota c. Activity quota d. Sales budget quota)
3. Sales is part of \_\_\_\_\_ activity.  
(a. marketing b. human resource development c. production d. purchase)
4. \_\_\_\_\_ type of selling strategy uses push strategy.  
(a. Win- Win b. Soft selling c. Hard selling d. Customer centred)
5. In \_\_\_\_\_ selling strategy importance and emphasis is given on the USP of the product.  
(a. product centric b. customer centric c. win- win d. hard)
6. Intensive distribution is suitable for the distribution of \_\_\_\_\_.  
(a. costly items b. consumer durables c. mass consumption goods  
d. goods requiring after sales services)
7. \_\_\_\_\_ channel of distribution is also known as zero level marketing channel.  
(a. Direct b. Indirect c. Cross d. Multiple)
8. KRAs are given in the form of \_\_\_\_\_ ( a. percentage b. ratio c. percentile)
9. \_\_\_\_\_ is prediction of expected sales.  
(a. Sales frequency b. Sales quota c. Sales territory d. Sales forecast)
10. \_\_\_\_\_ in the selling process are adverse arguments.  
(a. Refusal b. Objections c. Complaints d. Fights)

Q 1 B. State whether the following statements are true or false. (Attempt and Seven)

(7)

1. Sales department is an income generating department.
2. Sales quota represents geographic grouping of customers.
3. Channel policy must be updated with market dynamics.
4. Channel of distribution starts with the producer.
5. Supervision on salesforce is required for efficient execution of sales plan.
6. Evaluation of sales performance periodically is a normal practice in marketing organisations.

7. Extensive distribution is also called mass distribution.
8. Retailing involves a direct interface with the customers.
9. Horizontal conflict takes place on the same level of distribution.
10. CRM is a business strategy designed to optimise profitability, revenue and customer satisfaction.

- Q 2. a. Diagrammatically explain the types of sales organisation structure. (8)  
b. What are the qualities of a good sales manager? (7)

OR

- Q 2. p. Elaborate the functions of the sales department. (8)  
q. Explain the need of intermediaries in marketing. (7)

- Q 3. a. Bring out the steps involved in the process of selling. (8)  
b. Discuss the methods of closing sales. (7)

OR

- Q 3. p. Describe the qualitative and quantitative techniques of sales forecasting. (15)

- Q 4. a. How is distributor different from wholesaler? (8)  
b. Point out the reasons for channel conflicts. (7)

OR

- Q 4. p. Narrate the factors affecting choice of distribution strategy. (8)  
q. Explain different methods to resolve channel conflicts. (7)

- Q 5. State and explain different methods of supervision and control of salesforce. (15)

OR

- Q 5. Write short note on the following. (Attempt any Three) (15)
- a. KRAs
  - b. Selling strategies
  - c. Sales quota
  - d. Features of retailer
  - e. Reasons for unsuccessful closing of sales

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Time: 2 ½

Marks: 75 Hours

**Instructions: All Questions are Compulsory.**

**Figures to the right indicates maximum marks**

**Q.1. A) Multiple Choice Questions (Answer Any Eight) (8)**

1. A buyer who yields revenue which exceeds by an acceptable amount of cost is called as a \_\_\_\_\_ customer. (Loyal, integral, profitable, none)
2. Technology, process and people are the pillars of \_\_\_\_\_ management. (Knowledge, Lead, Contact, None)
3. Collective handling of letters, faxes and e-mails at one location is known as a \_\_\_\_\_ centre. (call, contact, inbound, none)
4. Customer Gap is a gap between customer expectation and \_\_\_\_\_. (perception, satisfaction, loyalty, none)
5. Order tracking, product configuration is a \_\_\_\_\_ centred service. (customer, producer, wholesaler, retailer)
6. \_\_\_\_\_ are the elements of SLA. (Accountability, Performance, Remuneration, All of the Above)
7. \_\_\_\_\_ based routing routes incoming calls based on the customers location. (location, performance, skills, least occupied)
8. \_\_\_\_\_ is the heart of selling process. (Customer delight, customer satisfaction, customer retention, customer loyalty)
9. The act to changing one brand of product to other is called as \_\_\_\_\_. (Brand Equity, Brand Switching, Brand Loyalty, None)
10. \_\_\_\_\_ involves planning and organizing a service technician's activity plan for a particular time period. (Queuing, Routing, Scheduling, None)

**Q1) B) State whether True or False (Attempt Any Seven) (7)**

1. Social networking helps to connect with new prospects.
2. Forecasting of workload and required staff is part of workforce analysis.
3. CVM model creates value for customers by providing superior quality products at affordable prices.
4. E-CRM provides a centralized knowledge base that handles and shares customer information.
5. Language is a barrier for effective implementation of global CRM.
6. Warehouse data describes business events.
7. Customer value is a function of cash flow, profitability and customer service.

- 8.The SLA should include a detailed description of various services.  
9.Traffic analysis and e-commerce analysis are the two levels of click stream analysis.  
10.Relationship marketing is cross-functional marketing.

- Q2) a) Explain the benefits of CRM to customers as well as organizations.  
b) Define CRM, Explain its objectives.

(or)

- c) Explain Service Level Agreement? Explain its elements?  
d) What do you mean by CRM? Explain types of CRM?

- Q3) a) What do you mean by brand switching ?Discuss the reasons for the same.  
b) Explain components of call centres .

(or)

- c) Explain Customer retention, write in detail about the need for customer retention?  
d) Write in detail about the types of Data Analysis?

- Q4) a) Explain Service Gap model.  
b) What are the objectives of CRM strategy?

(or)

- c) Discuss the strategies to fill the service gaps.  
d) Explain CRM strategy cycle.

- Q5) a) Elaborate on the recent trends in CRM  
b) Discuss the privacy issues in CRM and solutions for the same.

(or)

- Q5) c) Short Notes ( Any 3)  
1. Benefits of E- CRM  
2. Contract Management.  
3. Opportunities for CRM  
4. Email Response management System  
5. Steps in Implementation of Mobile CRM.

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Duration: 2 1/2 Hrs.

Marks: 75

**MARKS**

16/12/22

- Note:** 1. Q.1. is compulsory  
 2. Q.2. to Q.5 are compulsory with internal choice  
 3. Figures to the right indicate full marks

**Q.1. a) Choose the correct options (Any 8)****(08)**

- 1) The \_\_\_\_\_ of a firm depends on the knowledge and relationship with its input suppliers.
  - a. Survival and Success
  - b. failure and success
  - c. remedy
  - d. performance
- 2) The \_\_\_\_\_ of industrial buyers are influenced by many factors.
  - a. buying decisions
  - b. selling decisions
  - c. procurement decisions
  - d. pricing decisions
- 3) \_\_\_\_\_ is defined as a complex set of economic. Technical. Legal and personal relationship between the buyer and the seller.
  - a. industrial product
  - b. consumer product
  - c. FMCG product
  - d. business environment
- 4) \_\_\_\_\_ sending request for information and prices to supplies and receiving the responses using internet.
  - a. E-Tendering
  - b. E-commerce
  - c. E- auction
  - d. E-procurement
- 5) \_\_\_\_\_ is not an independent variable, it is dependent of product, promotion and distribution strategy.
  - a. Price
  - b. product
  - c. promotion
  - d. place
- 6) \_\_\_\_\_ is the first step in the sales process that refers to identifying a list of potential organisational buyers.
  - a. Prospecting
  - b. choosing
  - c. evaluating
  - d. delivering
- 7) \_\_\_\_\_ is a part of product research.
  - a. Media decision
  - b. Test Marketing
  - c. pricing policies
  - d. location choice
- 8) Positioning by \_\_\_\_\_ refers to the benefits, features of the offerings.
  - a. attributes
  - b. levels
  - c. reach
  - d. variety
- 9) EPO stands for \_\_\_\_\_ order.
  - a. Electronic purchase
  - b. Electronic paying
  - c. electronic performing
  - d. electronic procurement
- 10) \_\_\_\_\_ is done on the basis income level.
  - a. Benefit segmentation
  - b. Psychographic segmentation
  - c. geographic segmentation
  - d. demographic segmentation

**Q.1. b) State True or False (Any 7)**

(07)

1. A product is a combination of basic, enhanced and augmented properties.
2. Distribution channel members also exert pressure on prices by demanding higher margins.
3. E-commerce is a composite of technologies process and business strategies that foster the instant exchange of information within between organization.
4. Natural products are products occurring naturally in the earth and hence they cannot be recycled or reproduced.
5. Market research involves studying the organizations customers.
6. Persuasion is a method by which people settle differences.
7. Product has many intangible as well as tangible attributes.
8. Market research is the process of dividing a total market into groups of consumers.
9. Target market is the end consumer to which the company wants to sell its end products.
10. E-suvidha strengthens relationship with buyers make it easier attract new customers.

Q.2. a) Define Industrial Marketing. Explain the Classification of Industrial products.

(8)

Q.2. b) Explain the Industrial Marketing Environment.

(7)

OR

Q.2. c) Elaborate the Industrial Buying Behaviour process.

(8)

Q.2. d) Explain the Specific duties of Industrial Manager.

(7)

Q.3. a) Discuss the steps in Industrial Marketing Research process.

(8)

Q.3. b) Explain the approaches for selecting Target Market.

(7)

OR

Q.3. c) Explain the Product Positioning strategies

(8)

Q.3. d) Explain Levels of Market segmentation.

(7)

Q.4. a) Explain the factors influencing industrial pricing.

(8)

Q.4. b) Define Negotiation. Explain the stages of Negotiation.

(7)

OR

Q.4. c) Explain Direct and Indirect Distribution Channels.

(8)

Q.4. d) State and explain the role of advertising in B2B marketing.

(7)

Q.5. a) What is Business Networking? State the benefits of Business Networking.

(8)

Q.5. b) Discuss the forms of B2B E-Commerce.

(7)

OR

**Q.5. Write Short Notes on: (Any 3)**

(15)

- a. Vendor Analysis
- b. Industrial Product Life Cycle
- c. Personal Selling Process
- d. Penetration Pricing
- e. E-Payments

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(2½ Hours)

[Total Marks: 75]

**General Instructions:**

1. All questions are compulsory.
2. Figures to the right indicate full marks.
3. Use of simple calculator is allowed.

**Q. 1. A. Fill in the blanks. (Any 8 out of 10)**

8

- a. \_\_\_\_\_ identifies the market in which the company operates, defines the value exchange among key market entities in which superior value can be created.
- b. \_\_\_\_\_ are the entities that work with the company to create value for the target customers.
- c. \_\_\_\_\_ is a value that an offering aims to create for all the relevant participants in the market.
- d. The \_\_\_\_\_ involves a set of unique marks and associations that identify the offering and create value beyond the product and service aspects of the offering.
- e. \_\_\_\_\_ strategy is a popular strategy to compete with low-priced rivals involves, an offering that matches or undercuts the competitor's price.
- f. \_\_\_\_\_ is a marketing concept that outlines what a business should do to market its product or service to its customers.
- g. \_\_\_\_\_ are those who compete with the same set of target customers to fulfil the customer needs.
- h. The non monetary benefits that are created by the customers which are of strategic importance to the company is called as \_\_\_\_\_.
- i. Brand hierarchy is called as \_\_\_\_\_.
- j. Captive pricing is also called as \_\_\_\_\_ pricing.

**Q. 1. B. State whether the following statements are True or False (Any 7 out of 10)**

7

- a. Umbrella branding is nothing but enjoys leverages of existing brand.
- b. Distribution defines the media channel(s) through which the product information is delivered to customers.
- c. Moore's model identifies six distinct categories.
- d. Hybrid channel is a distribution model in which manufacturer and customer interact with multiple channel as well as each other.
- e. Marketing is an art and not a science.
- f. Tactics are a set of activities of marketing mix to execute a given strategy.
- g. Implicit collaboration typically does not involve contractual relationships and is much more flexible than explicit collaboration.
- h. Idea generation involves generating ideas that can become the basis for new products.



- i. Competitor power refers to ability of a given company to exert influence over another entity.
- j. Customer-research forecasting rely on experts' opinions to estimate market demand.

Q. 2 A. List and explain the seven tactics defining the marketing mix. 15

OR

Q. 2 C. Explain the nature of strategy. 8

D. What are the differences between marketing planning and strategic planning? 7

Q.3 A. Explain the role of strategic positioning in creating company 8

B. What are the factors to be considered while segmenting? 7

OR

Q. 3 C. What do you mean by collaboration? Explain the levels, advantages and disadvantages of collaboration. 8

Q. 4 A. What are the strategies used for managing product lines to gain and defend market position? 8

B. Explain the key decisions to be taken for designing distribution channels. 7

OR

Q. 4 C. Enumerate the two major types of branding. Highlight its advantages and disadvantages. 15

Q. 5 A. Explain Moore's model of adoption of new technology. 8

B. Explain the concept of Strategic growth management. 7

OR

Q. 5 C. Write short notes on the following: (Any three) 15

1. Types of Integration.

2. Target compatibility

3. Brand Equity

4. Top-down business model generation

5 Monetary incentives for customers