

**Duration: 2.5 hrs**

**Maximum Marks: 75**

**Note:**

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

**Q1. A. State whether the following statements are True or False: (Any 8)**

**(8)**

1. Corporate communication also incorporates corporate social responsibility.
2. Free speech encourages open communication.
3. Public relations division can act as image makers for the organisation.
4. Edward Bernays is considered as the founder of the modern public relations.
5. All people have the same idea of recreation.
6. Situational theory looked at the behavioural patterns of publics.
7. When company aims to attain sustainable growth media relations becomes very important.
8. Interactive video interviews facilitate two way communications.
9. Business partners cannot be called as financial public.
10. A blogpost need not have title.

**Q1. B. Match the Column: (Any 7)**

**(7)**

A	B
1. Udata Punjab	a. Virtual Meetings
2. RTI	b. Facebook
3. Economic Issues	c. Cost and Benefit
4. Tele Conferencing	d. Meetings and Reports
5. Social Networking	e. Inflation
6. Social Exchange Theory	f. Quality Goods and Services
7. Internal Communication	g. Jargons and Dress Code
8. Corporate Image	h. Online Piracy
9. Corporate Identity	i. Access to Records
10. RSS	j. Uses XML Language

**Q2.**

- a. Discuss the need of corporate communication. (8)
- b. Explain various factors influencing corporate image (7)

**OR**

- c. Explain Copyright Act and Law of Defamation in brief. (8)
- d. Explain importance of ethics in corporate communication. (7)

**Q3.**

- a. Discuss the significance of public relation. (8)
- b. Discuss the legal and socio cultural issues in public relations. (7)

**OR**

- c. Discuss Social Exchange theory of PR with relevant examples. (8)
- d. Discuss the reasons for growth of public relations. (7)

**Q4.**

- a. How can the management organize employee communication? (8)
- b. Discuss in brief the impact of crisis. (7)

**OR**

- c. Explain the various PR tools in financial communication. (8)
- d. How will u build effective media relations if you are the PR manager? (7)

**Q5.**

- a. What are the steps involved in making a business blog. (8)
- b. Write a brief note on E Branding. (7)

**OR**

**c. Write short notes on (Any 3): (15)**

1. Corporate Identity
2. Digital Piracy
3. Trust Building
4. Web Conferencing
5. Types of Corporate Blogs

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[Time: 2½ Hours]

[ Marks:75]

Please check whether you have got the right question paper.

- 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 the Correct Alternative: (any 8) (08)

1. \_\_\_\_\_ refers to supply chain practices that strive to reduce energy and environmental footprints in terms of freight distribution.  
(Inbound Logistics, Green Logistics, Outbound Logistics, SCM)
2. The downstream supply chain is: \_\_\_\_\_  
(Exclusively inside an organization, involved with procurement of material from suppliers, the distribution of products or delivery of services to customers, buying raw materials)
3. RO-RO concept means: \_\_\_\_\_.  
(Roll On-Ride Off, Ride On-Ride Off, Roll Off-Roll On, Roll On - Roll Off)
4. \_\_\_\_\_ is the disadvantage of Private Warehousing.  
(Tax Benefits, Less Costly in long term, Flexibility, High start-up cost)
5. The \_\_\_\_\_ Order should also be complete in terms of all aspects of service from order receipt to delivery coupled with error free invoicing.  
(Quick, Perfect, Small, Imperfect)
6. \_\_\_\_\_ is the cheapest mode of transportation over long distances.  
(Water, Air, Rail, Road)
7. What does the acronym EDI stand for?  
(Enterprise Data Information, Electronic Data Infrastructure, Enterprise Data Interchange, Electronic Data Interchange)
8. LASH means \_\_\_\_\_.  
(Lighter Aboard Ship, Last Aboard Ship, Lighter Aboard System, Last Aboard System)
9. \_\_\_\_\_ is concerned with a firm's ability to satisfy customer's requirement in timely manner.  
(Minimum Inventory, Rapid Response, Price stabilization, Quality)
10. Which of the following is not an area to responsibility for a logistics manager?  
(Inventory, Marketing, Warehousing, Purchasing)

**B. State whether the following statement is TRUE or FALSE (Attempt Any 7 Questions) (07)**

1. Golden Quadrilateral refers to Highway network connecting four Metropolitan cities.
2. Containerisation provides ease of handling.
3. The primary purpose of logistical packaging is to prevent damage of the product.
4. Service quality is an internal measure of performance measurement

5. RFID Stands for Radio Frequency Inventory Distribution
6. Global SCM is only to do with International sourcing.
7. Recycling is not a part of Reverse logistics.
8. Birdy Back-is a combination of roadways and airways and is generally used in international shipments.
9. To prevent temporary storage in a warehouse, cross docking can be used.
10. ABC categorization is based on value and volume of the inventory

- Q.2) a) Distinguish between Logistics and Supply chain management. **(08)**  
 b) Explain the concept of packaging also explain its functions and Advantages. **(07)**

**OR**

- c) From the following data, calculate a 3 period weighted moving averages from 4 th 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	160	170	190	200	220	230	250	?

- d) Explain in detail Role of IT in Logistics. **(05)**

- Q.3) a) Define and explain the concept of customer service also explain its elements **(08)**  
 b) What is Global supply chain? Illustrate its objectives and advantages. **(07)**

**OR**

- c) Explain any 8 principles for designing efficient material handling systems. **(08)**  
 d) Compare public warehouse with private warehouse. **(07)**

- Q.4) a) Define Buffer Stock, Safety Stock, Lead Time and Re-Order Stock Level (ROL).  
 Daily consumption of a raw material in the production process is 500 units. Lead time for delivery is 5 Days. Company's policy is to keep a safety stock equal to two day's daily consumption to guard against stock out. Calculate Re-Order Level. **(08)**

- b) Distinguish between 3PL AND 4PL Logistics with suitable examples **(07)**

**OR**

- c) Explain importance and Principles of Transportation. Also discuss Transportation functionality. **(08)**

- d) What is logistical infrastructure? Explain Containerisation and its Benefits **(07)**

Q.5) A) Swayam Fabrics one of the leading brand in India for gents clothing, initially the company started marketing quality shirts and trousers for common man with reasonable pricing. The company adopted the policy of better products at affordable prices. Slowly and gradually company started catering middle and higher class gents' customers and also expanded their product range which included pants, suits and other men's accessories.

The philosophy of company is "Outsourcing". The cloth and thread are supplied by the company to garment factories and the labour is also outsourced. The quality control aspect of Swayam Fabrics is very careful, who ensures quality of finished products offered to the customers. The products are produced in standard size and in large quantities thereby availing the benefits of economies of scale.

There are about 40 company owned outlets in Mumbai. These outlets are fed by the company central store as per the orders received from the outlets. They use company owned tempos as a mode of transport for the inbound and outbound activities. Even though there are many brands of readymade garments available in the market, the company strongly believes that quality is their strength and don't want to compromise on this issue.

- a) Bring out the factors contributing to the success of Swayam Fabrics (07)
- b) What do you mean by 3PL? Explain its advantages and disadvantages. (08)

OR

B) Write short notes on: (any 3) (15)

- a) Activity Based Costing
  - b) Green Logistics
  - c) Logistics park
  - d) Merits and Demerits of Air Transportation
  - e) Reverse Logistics
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Duration – 2 ½ hours

Marks– 75

NOTE-1) All the questions are compulsory.

2) Figures to the right indicate full marks.

Q.I (A) Multiple choice questions:(any 8)

(8)

1. Customer Relationship Management is about
  - i) Acquiring the right customer ii) Instituting the best processes iii) Motivating employee's
  - iv) acquiring customers, instituting and motivating employees
2. A consumer buying behavior is influenced by
  - i) cultural & social factors ii) personal factors iii) cultural, social & personal factors
  - iv) organizational factors
3. \_\_\_\_\_ is a component of CRM?
  - i) people ii) technology iii) information iv) all of the above
4. Calls from customers regarding their queries, problems and suggestions are \_\_\_ calls.
  - i) inbound ii) outbound iii) directional iv) horizontal
5. In \_\_\_\_\_ seller seeks to persuade the customer to purchase additional product or /and more expensive products in order to make a larger total sale.
  - i) Customer management ii) upselling iii) Cross-Selling iv) banc assurance
6. \_\_\_\_\_ exists when perception > expectation.
  - i) Customer satisfaction ii) customer dissatisfaction Iii) customer delight iv) customer engagement
7. \_\_\_\_\_ is a central point in an enterprise from which all customer contacts are maintained such as e-mails, newsletters, chats etc.
  - i) call center ii) contact center iii) customer care center iv) development center
8. \_\_\_\_\_ refers to a technology that allow organization to identify the location of customers at a particular point in time.
  - i) near field communication ii) location based services iii) Augmented Reality
  - iv) artificial intelligence
9. The process of forecasting contact center workloads and then scheduling agents to handle the workload is known as \_\_\_\_.
  - i) CRM ii) call scripting iii) workforce management iv) relationship marketing management.
10. \_\_\_\_\_ is a business statement that summarizes why a customer should buy a particular product.
  - i) customer value proposition ii) customer lifetime value iii) customer care value iv) company profit chain

Q.I. B) State whether the given statements are true or false: - (answer any 7)

(7)

1. Customer retention is the first step in CRM strategy cycle.
2. Service quality gap indicates the difference between the service expected by customers and the service they actually receive.
3. Sales force automation involves converting manual sales activities to electronic processes through the use of various combinations of hardware and software applications
4. Personalization consists of tailoring a service or product to accommodate specific individual needs.
5. Customer engagement is not a customer retention strategy.
6. Data reporting is a written script that has correct wordings and assist an agent in handling a contact.
7. Event based marketing is also known as trigger marketing.
8. Data profiling helps to plan and get qualitative information.
9. Customer lifetime value (CLV) is the result of cumulative net returns received over the lifetime of customers

Q.II

- A. What is relationship marketing management? Explain various relationship development strategies. (8)  
B. Briefly explain the different barriers in implementing effective CRM (7)  
(OR)  
C. Define CRM. Explain the different profitability segments (8)  
D. Write a note on service level agreement (7)

Q.III

- A. Discuss the customer profitability and value modelling. (8)  
B. Explain the concepts of event based marketing and web based self-service. (7)  
(OR)  
A. Explain the different types of data. (8)  
B. What is call routing? Explain the different types of routing techniques. (7)

Q.IV

- A. Describe the steps involved in implementation of CRM. (8)  
B. Discuss the objectives of CRM strategy. (7)  
(OR)  
C. Explain the concept of knowledge management. (8)  
D. Explain B2B and sales in CRM. (7)

Q. V

- A. Explain the features of E-CRM (8)  
B. Explain the software App for Customer Service (7)  
(OR)

Write Short notes on the following (Answer Any 3) (15)

1. E-mail response system
2. Social Networking and CRM
3. Levels of E-CRM
4. Ethical issues in CRM
5. Recent trends in CRM

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Time: 2 Hrs.30 Min.

Max. Marks:75

Instructions:

1. All the questions are compulsory.
2. All the questions have internal choice.
3. Figures to the right indicate maximum marks.

Q.1 A. Fill in the blanks (ANY EIGHT) [8 marks]

- i. \_\_\_\_\_ is a benefit of E-commerce.  
a. Cost savings  
b. Touch and feel  
c. Privacy issue  
d. Resistance to change
- ii. Writing reviews on Google Play Store is \_\_\_\_\_ E-commerce.  
a. C2B  
b. B2B  
c. C2C  
d. B2G
- iii. A consumer in search of a personal loan compares various quotations on website, is an example of \_\_\_\_\_ E-commerce.  
a. C2C  
b. B2B  
c. C2B  
d. B2C
- iv. There is a global business reach just by creating a \_\_\_\_\_ and uploading it on the server.  
a. retail store  
b. computer cyber  
c. website  
d. small business
- v. \_\_\_\_\_ is the exchange of data or business documents between two or more businesses.  
a. CRM  
b. EDI  
c. ERP  
d. SCM
- vi. \_\_\_\_\_ consists of various aspects like privacy, authenticity and message integrity.  
a. payment gateway  
b. order processing  
c. transaction security  
d. process linking
- vii. \_\_\_\_\_ means unauthorized access.  
a. network security  
b. stealing  
c. internet penetration  
d. hacking
- viii. \_\_\_\_\_ Marketing consists of specific activities designed to promote a product, service or business by an organization.  
a. Content  
b. Viral  
c. Influencer  
d. Podcast
- ix. \_\_\_\_\_ is a free service that allows internet users to pull audio files from a website to listen on their computers or mobiles.  
a. Vodcasts  
b. Podcasts  
c. Blog  
d. Press release
- x. X (formerly Twitter) is a \_\_\_\_\_ micro blogging service that allows registered members to broadcast short posts.  
a. free  
b. chargeable  
c. costly  
d. paid

**B. State whether the following statement is True or False (ANY SEVEN) [7 marks]**

- i. E-commerce is a part of E-business.
- ii. World Wide Web was created by British Scientist Tim Berners-Lee.
- iii. A Domain Name is the website name. It is the address where Internet users can access a website.
- iv. Unified Payments Interface (UPI) is a system that powers multiple bank accounts into a single mobile application.
- v. E-auction consists of on-line buying and selling of shares and other financial instruments.
- vi. E-Commerce law involves payment, delivery and e-signature for B2C transactions only.
- vii. Search Engine Marketing (SEM) is an unpaid approach.
- viii. A payment gateway is a service that gives a merchant the ability to perform real time credit or debit card authorization from a website over the internet.
- ix. Electronic Clearing Service is a retail payment system that can be used to make bulk payments.
- x. Spam is unsolicited email.

**Q.2 a. Define E-commerce. State and explain the features of E-commerce. [8marks]**  
**b. Bring out the difference between Traditional Commerce and E-commerce. [7 marks]**

**OR**

**c. Explain the Environmental factors that affect E-commerce. [8marks]**  
**d. Discuss the advantages of E-commerce to Businesses and Consumers. [7 marks]**

**Q.3 a. What are the principles of web site design? [8marks]**  
**b. Which areas can EDI be implemented in? [7 marks]**

**OR**

**c. What are the steps in launching an E-Business? [8marks]**  
**d. Explain the bricks and click business model in E-Business. [7 marks]**

**Q.4 a. Discuss the issues relating to Privacy and Security in E business? [8marks]**  
**b. Explain different types of Electronic Payment System. [7 marks]**

**OR**

**c. Explain the features of Electronic Payment System. [8marks]**  
**d. Discuss Smart Cards? What are its benefits? [7 marks]**

**Q.5 a. What do you mean by Digital Marketing? Discuss its latest developments and strategies. [8marks]**

**b. Explain the Advantages and Disadvantages of Digital Marketing? [7 marks]**

**OR**

**Q.5 Write note on the following (ANY THREE) [15 marks]**

- i. M-commerce
- ii. Supply Chain Management
- iii. E Money
- iv. Search Engine Optimization
- v. Content Marketing.

Time: 2 1/2Hrs

Marks: 75

NB (1) All questions are compulsory.

(2) Figures to the right indicate full marks.

(1)(A) Select the most appropriate answer from the option given below (Any 8)

(8)

1. \_\_\_\_\_ department generates revenue to the organisation.  
a. Accounts                      b. Sales                      c. Marketing                      d. Customer care
2. \_\_\_\_\_ has presented many new opportunities along with new challenges.  
a. Globalisation                      b. Trade                      c. Management                      d. Orientation
3. Advantage of CRM \_\_\_\_\_.  
a. customized business                      b. improves overall relationship with customers  
c. software based                      d. one on one
4. Forecasting method widely used by collecting questionnaire from potential buyers is called as \_\_\_\_\_ method.  
a. customer survey                      b. Delphi Sales                      c. hierarchy                      d. user expectation
5. There are \_\_\_\_\_ types of channel conflicts.  
a. three                      b. four                      c. five                      d. six
6. Five style of conflict resolution developed by \_\_\_\_\_.  
a. Peter Drucker                      b. Kenneth Thomas                      c. Joseph Luft                      d. Philip Kotler
7. Distribution audit is \_\_\_\_\_ and fair evaluation identifying key areas for improvement in channel control.  
a. biased                      b. unorganised                      c. unbiased                      d. organised
8. \_\_\_\_\_ reflects the performance of the distribution channel.  
a. Reports                      b. Budgets                      c. Target                      d. Profile
9. \_\_\_\_\_ is called as zero level distribution channel.  
a. Direct marketing                      b. indirect marketing                      c. vertical marketing                      d. horizontal marketing
10. KRA stands for  
a. Key result area                      b. Keep reward area                      c. Key revenue area                      d. Keep result area

(1)(B) Select whether the following statements are True or False. (Any 7)

(7)

1. MIS operates with speed and accuracy.
2. Distribution ensures that products reach consumers as wanted by them at the right time and at the right place.

3. The first step in selling process is objection handling.
4. Collaboration refers to ignoring the issues that gave rise to the conflict.
5. Sales quota is also called as sales target.
6. Approach is a step in selling process.
7. Wholesalers and distributors are the same.
8. Delphi method maintains confidentiality.
9. Digital communication is without accountability.
10. Sales people do not face ethical dilemma.

**2a.** What is meant by Sales Management and explain its roles. **(08)**

**2b.** What is meant by CRM and Discuss its features. **(07)**

**OR**

**2c.** Discuss any three structures of sales organisation **(08)**

**2d.** Discuss the role of intermediaries **(07)**

**3a.** Explain the various reasons for unsuccessful closing. **(08)**

**3b.** Write a note on sales quota **(07)**

**OR**

**3c.** What is meant by Sales forecasting .Explain the methods of Sales forecasting. **(08)**

**3d.** Discuss the steps involved in the process of selling? **(07)**

**4a.** Enumerated the functions of wholesalers. **(08)**

**4b.** What are the factors affecting distribution strategy? **(07)**

**OR**

**4c.** What is meant by channel policy? Explain the various areas it covers. **(08)**

**4d.** What are the methods to resolve conflicts? **(07)**

**5a.** Elaborate on indirect methods of supervision and control of sales force. **(08)**

**5b.** Bring out the new trends in sales and distribution management. **(07)**

**OR**

**5c. Write Short Notes (Any 3)** **(15)**

1. Selling skills
2. Ethics in sales management
3. Sales Management Audit
4. Win –Win Strategy
5. Communication process

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Time : 2½ hrs

Total Marks: 75

Instructions:- All questions are compulsory .  
Figures to the right indicate full marks

Q1. A) Choose the correct option from the multiple choices (any Eight) (08)

- 1) When services do not have any accompanying goods they are called,  
a) Intangible goods b) Tangible services c) Pure services d) perishable services
- 2) \_\_\_\_\_ Qualities are difficult or impossible to evaluate even after consumption or usage.  
a) Experience b) Credence c) Search d) none of the above
- 3) Internal marketing is also referred to as \_\_\_\_\_ the promise.  
a) Setting b) delivering c) Enabling d) keeping
- 4) Service gap is the gap between expected service and \_\_\_\_\_ service.  
a) Future b) desired c) adequate d) perceived
- 5) Zeithmal developed research tool called \_\_\_\_\_ to measure customer satisfaction and understand how customer perceives value in a service.  
a) Gap model b) Zone of tolerance c) service triangle d) SERVQUAL model
- 6) "Unused or underutilised services are economic waste" is a result of \_\_\_\_\_ characteristic of service.  
a) Perishable b) heterogeneous c) Inseparable d) transferable
- 7) Which of the following is not a tangible dominant.  
a) Soap b) automobile c) mobile phone d) investment banking
- 8) The service marketing triangle suggests that there are \_\_\_\_\_ type of marketing that must be successfully carried.  
a) 2 b) 3 c) 4 d) None of the above
- 9) When level of involvement is temporary in nature & is specific to a particular need it is called as \_\_\_\_\_ involvement.  
a) Enduring b) Situational c) habitual c) continuous
- 10) \_\_\_\_\_ pricing method encourages a customer to expand his dealings with the service provider.  
a) Bundling b) Relationship c) benefit driven d) Flat rate

B) Answer true or false (any seven) (07)

- 1) Physical evidence is not an extended 'P' of service marketing.
- 2) Moment of truth is a service encounter where the customer interacts face to face with the service provider.
- 3) Spamming is not always considered an unethical practice in service marketing.
- 4) Two services are not the same that means they are Inseparable.
- 5) Services can be branded but cannot be patented.
- 6) Supplementary services provide the necessary differentiation and enhances value and appeal of the core service.

- 7) Customers do not participate in the production process of the service.
- 8) A blue print should create a script for the employees as well as the customers that can help in identifying potential problems or failures.
- 9) Customer action takes place between line of visibility and line of interaction.
- 10) Car rentals, vending machines and telecommunications are highly tangible services.

**Q2. Answer the following questions**

- a) Evaluate the factors that have led to the growth of service sector in India (08)
  - b) Define services and explain the concept of Goods and Service Continuum (07)
- OR**
- c) What are the major challenges faced in marketing of services with respect to its unique characteristics? (08)
  - d) Explain the service marketing triangle and how it is critical to successful service marketing. (07)

**Q3. Answer the following questions**

- a) What are the different ways of distributing services? Evaluate the benefits and challenges of franchising as an option (08)
  - b) Discuss the different strategies and methods that can be adopted for effective pricing of services. (07)
- OR**
- c) Explain the concept of the service flower used while conceptualizing a service product (08)
  - d) Bring about the importance of Human resource/people in a service industry especially with respect to the roles that they perform. (07)

**Q4. Answer the following questions**

- a) Define service productivity and discuss the methods that organizations can adopt for managing productivity (08)
  - b) Explain the benefits of Benchmarking and state the different levels of benchmarking. (07)
- OR**
- c) Explain the GAP model of service quality with the help of a diagram. (08)
  - d) State strategies that can be adopted to overcome demand and capacity constraints. (07)

- Q5. a) What is Transnational Strategy and what are its features also state the factors favouring transnational strategy. (15)**

**OR**

- b) Write a note on (any three) (15)
  - i. Recent Trends in Health care sector
  - ii. Unethical Practices in Service Sector.
  - iii. Impact of service recovery
  - iv. Blueprinting
  - v. Positioning strategy for services

(2½ Hours)

Total Marks: 75

- N.B: 1) All questions are compulsory  
2) Figures to the right indicate marks

Q.1 A. Choose the correct answer from the given alternatives. (Any 8) (08)

1. Brand hierarchy is called as .....

  - A. Brand equity
  - B. Brand architecture
  - C. Umbrella branding
  - D. Brand divergence

2. .... are refunds given to customers after they complete purchase.

  - A. Rebate
  - B. Price reduction
  - C. Discount
  - D. Offer

3. Moore's model visionary is nothing but early adopters in ..... theory.

  - A. Rogers diffusion
  - B. Gabriel Tarde
  - C. Friedrich Ratzel
  - D. Leo Frobenius

4. The term strategy comes from the Greek word ..... meaning generalship.

  - A. Strategic
  - B. Strategia
  - C. Strategio
  - D. Stratic

5. .... is the first stage of product development.

  - A. Business analysis
  - B. Product Development
  - C. Idea Generation
  - D. Implementation

6. Joint ventures, contractual agreements are examples of ..... collaboration.

- A. Explicit
- B. Implicit
- C. Explicit and Implicit
- D. Partially

7. To achieve business goal, manager must consider ..... framework.

- A. 5C's
- B. 7-S
- C. 4P's
- D. 7C's

8. .... collaboration does not involve any contractual agreement.

- A. Explicit
- B. Implicit
- C. Deficient
- D. Partially

9. .... channel is a distribution model in which manufacturer and customer interact with multiple channel as well as each other.

- A. Direct
- B. Indirect
- C. Hybrid
- D. Composite

10. .... pricing involves setting prices that use cost as a major benchmark.

- A. Cost based
- B. Psychological
- C. Deceptive
- D. Honest

B. State whether the following statements are true or false. (Any 7)

(07)

1. Brand do not evolve throughout time.
2. Return on sales is net income as a percent of sales.
3. Differentiation strategy refers to attracting and stealing share of competitor.
4. Collaboration never leads to loss of control.

5. Business models are Tangible in nature.
6. Channels vary in term of breadth & depth of assortment.
7. Goal identifies ultimate criteria for success.
8. Umbrella branding is nothing but enjoys leverages of existing brand.
9. Monetary value is monetary costs associated with the offering
10. NPD stands for New Provision Development.

- Q.2 A. Explain the nature of strategy with its five dimension. (07)  
B. How does marketing create value? (08)  
**OR**  
C. In detail, explain the GSTIC framework for marketing planning. (15)
- Q.3 A. What is the role of strategic positioning? (07)  
B. Explain advantages and drawbacks of collaboration. (08)  
**OR**  
C. Explain Targeting Compatibility. (07)  
D. What are the strategic positioning options? (08)
- Q.4 A. Which factors affect product and service decisions? (07)  
B. Explain new product development process. (08)  
**OR**  
C. Explain Moore's model of new technology. (07)  
D. Explain competitive product line strategy. (08)
- Q.5 A. Describe factors effecting strategy decision in promotion mix. (07)  
B. What are the benefits of being pioneer in the market? (08)  
**OR**  
C. Write short notes. (Any 3) (15)  
1. Market Growth Strategy  
2. Vertical Integration  
3. Product Life Cycle  
4. Channel Coordination  
5. Psychological Pricing.
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