

P. O. MKT

19.4.18

Q.P. Code : 35078

Duration: 2.5 hours

Total Marks: 75 marks

Note:-All questions are compulsory.

Draw neat labelled diagram wherever necessary

Present the answers with relevant examples.

Figures to the right indicate marks.

**Q1. Read the case and answer the following questions.**

Since last decade, much of the shift in the buyer preferences have been attributed to the emergence of mall culture in India. Malls have impacted the Indian lifestyle. Today malls are more than just shopping junction they are used for people in more than one way, some people use it for Socialization where as others go for Shopping as malls present themselves as a one stop shop for all needs of the consumer in the most pleasurable and economic way. Some visit them for complete experience with all the lightings and displays that really makes it one of the promising experience for them. Also a trip to mall can enhance mood from bad to good or from good to energetic. One can just go and enjoy the environment, food, events and people. There are more health benefits while shopping at malls as they are spread over thousands of sq. meters and research shows that on an average a person walks over a kilometer before walking out. It may not be a big factor influencing lifestyle but it can be counted as perhaps a benefit.

Q1) What are the benefits of shopping in mall? (5)

Q2) Give five sales promotion techniques used in the shopping malls. (5)

Q3) According to you, Is online shopping a threat to mall culture? Justify. (5)

Q2. A) Define marketing and explain its features. (15)

OR

Q2. B) Explain meaning of Rural marketing and features of a rural market.(15)

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Q3a. What are the qualities of a good salesman? (8)

Q3b. "Packaging is a marketing necessity". - Explain (7)

OR

Q3c. What is Market segmentation? Discuss in brief on what grounds a market can be segmented. (8)

Q3d. Distinguish between Traditional marketing and Modern marketing?(7)

Q4.a. Difference between marketing and selling. (8)

Q4.b. Distinguish between Skimming the cream pricing strategy and Penetrating marketing strategy (7)

OR

Q4c . Enumerate the different types of customers one gets to see in a typical Indian market? Explain in brief their traits. (8)

Q4d. What is service marketing? Explain its features. (7)

Q5. Write Short notes on (any 3) (15)

- a. Essentials of a good advertising
- b. Brand Equity and Brand Loyalty
- c. Relationship marketing
- d. Buying motives
- e) E- marketing

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