Q1 Attempt any four of the following: (5x4=20)
(a) Distinguish between the selling and the marketing concept.
(b) Give three examples each of how the economic and cultural environment affect marketing strategies.
(c) What are the benefits of branding for marketers?
(d) Explain the motives that may underlie product line stretching.
(e) Why would a company decide to go in for 'price bundling', and 'loss leader pricing'?
(f) What are the reasons for firms to adopt green marketing?

Q2 Provide an overview of the marketing management process that would be adopted by a company entering a new market with a range of consumer durables. (10)

Q3 Distinguish between segmentation, targeting and positioning and explain the different type of positioning bases commonly used by marketers give suitable examples. (4+6=10)

Q4 Explain the product and promotional strategies that would be adopted in the different stages of the product life cycle. (10)

Q5 (a) What are the marketing implications of the classification of products into convenience goods, shopping goods and speciality goods? (5)
(b) What characteristics of a new product are likely to affect its probability of success? (5)

Q6 Explain the various steps involved in the design of a distribution channel. Use the example of the automobile industry to illustrate. (10)

Q7 Describe the challenges posed by the characteristics of rural markets in India and the initiatives by marketers to overcome these challenges. (10)

Q8 Write short notes on any two: (5+5=10)
(a) Advertising versus personal selling.
(b) Social media as a marketing tool.
(c) Marketing mix for social marketing initiatives.