

2/H-65 (vi) (Syllabus-2015)

2 0 1 6

(April)

BUSINESS ADMINISTRATION

(Principles of Marketing)

Marks : 75

Time : 3 hours

*The figures in the margin indicate full marks
for the questions*

PART—A

(Marks : 15)

UNIT—I

1. Briefly explain the concepts of market potential and market share with an appropriate example.

3

Or

Explain the following terms :

1×3=3

(a) Need

(b) Demand

(c) Customer satisfaction

(2)

UNIT—II

2. What are convenience products, shopping products and specialty products? $1+1+1=3$

Or

What are the functions of labeling? 3

UNIT—III

3. Briefly explain perceived value pricing and value pricing. 3

Or

A firm has the following costs and expected sales :

Variable cost—₹ 15

Fixed cost—₹ 10,00,000

Expected unit sales—100000 units

What should be the break-even volume, if the firm wants to earn a 30% markup on sales? 3

UNIT—IV

4. List the different tools used in integrated marketing communication and briefly explain any one of them. $1+2=3$

Or

What are the different types of channel conflicts? 3

D16/1470

(Continued)

(3)

UNIT—V

5. What are the elements of a financial projection in a marketing plan? 3

Or

What is the impact of 'threat of substitution' in Porter's five forces model? 3

PART—B

(Marks : 50)

UNIT—I

6. Discuss the consumer buying decision process for a high-involvement product. 10

Or

How are psychographic and behavioural variables used to segment consumer markets? 10

UNIT—II

7. Discuss the different sources of ideas in the development of new products. 10

D16/1470

(Turn Over)

(4)

Or

Discuss the importance of test marketing in new product development and the approaches used for test marketing before the commercialization of the product. 4+6=10

UNIT—III

8. Explain the various factors that influence the setting of the final price for a product. 10

Or

Explain the different forms of differentiated pricing and the conditions under which it will work. 8+2=10

UNIT—IV

9. Briefly describe the major steps for developing effective communications in marketing. 10

Or

What are the causes of channel conflicts? How can these conflicts be managed? 4+6=10

(5)

UNIT—V

10. Describe the general competitive strategies normally adopted by market leaders. 10

Or

What are the advantages of being a market follower? Explain the different strategies that are used by the market followers. 3+7=10

PART—C

(Marks : 10)

11. Read the following scenario and answer the question following it :

PXL Ltd. is an FMCG company that has been on the market since 1965. It is one of the major players in this particular sector. However, in the detergent division, it is a relatively new player. The firm is about to launch its latest detergent product targeted at middle and upper middle class, and wants to create an impact in the market. It has set aside a budget of ₹900 million for implementing the market launch.

As the person in-charge of marketing, what would be your promotional and communication plan for this market launch? Justify your decision. 10

★★★