

Roll No.....

Total No. of Questions—5]

[Total No. of Printed Pages—2

Time Allowed—3 Hours

Maximum Marks—100

ASN

Answer **all** questions.

All questions carry equal marks.

Wherever required, suitable assumptions may be made by the candidate.

| | Marks |
|--|-------|
| 1. (a) What does it mean for a firm to be 'marketing oriented' ? | 5 |
| (b) "The major task of marketing management is to adapt a firm's resources to changing marketing opportunities and challenges." Discuss this statement with respect to marketing strategies of corporate hospitals. | 15 |
| 2. (a) Is it important to consider the product life cycle pattern of the industry while designing marketing strategy for a brand in that industry ? | 5 |
| (b) Select a product/service from public sector and identify its present stage in the product life cycle. Discuss the implications of that stage for its marketing strategy. | 15 |
| 3. "Product differentiation is proving to be increasing difficult in a cluttered market— but differentiation is all the more critical in breaking clutter." Comment on the statement explaining the need for differentiation as one of the strategies to maintain and grow market share and profitability. | 20 |
| 4. (a) Define the terms 'Marketing Segmentation', 'Market Targeting' and 'Market Positioning'. | 6 |
| (b) A travel firm selling packaged tours for destinations within the country is to decide on its target markets. Describe various criteria/bases that the firm may use for market segmentation. | 14 |

5. Discuss the effect of the factors given below on the length of channel of distribution.
(Long or short)

- | | |
|--|---|
| (i) Bulky and highly priced products. | 5 |
| (ii) Small purchase size and frequently purchased products. | 5 |
| (iii) Products requiring installation and after sales service. | 5 |
| (iv) Large number of widely scattered customers. | 5 |

Give reasons.