



**K. K. Wagh Institute of Engineering Education & Research, Nashik**  
(An Autonomous Institute From A.Y. 2022-23)

	SUMMER-2023		
	Exam Seat No.:		
	Academic Year:2022-2023	Semester:II	
	Name of Programme:MBA	Pattern:2022	
	Name of Course:Advance Marketing	Course Code:MBA22 2 06	
	Max. Marks:60	Duration:2.50	

**Instructions:** Candidates should read carefully the instructions printed on the Question Paper and on the cover page of the Answer Book, which is provided for their use.

1. This question paper contains \_\_\_\_page(s).
2. Answer to each new question is to be started on a new page.
3. Assume suitable data wherever required, but justify it.
4. Draw the neat labelled diagrams, wherever necessary.
5. The last columns indicates the Course Outcome and level of Blooms Taxonomy of the Question/sub-question

**Question No. 1 Attempt following Question**

- 1 Describe the factors influencing Pricing Decisions? (6) CO1

**Question No. 2 Attempt following Question**

- 2 Define Sales Promotion. Explain the main elements of personal selling. (6) CO2

**Question No. 3 Attempt following Question**

- 3.a) Illustrate the responsibilities of a sales manager in any organization? (8) CO3

**OR**

- 3.b) List down the purpose of sales organization for attaining organizational goal. (8) CO3

- 3.c) What do you understand by the term sales management and demonstrate scope of sales management in any organization. (8) CO3

**OR**

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|------|--|-----|-----|
| 3.d) | Categorize different types of sales organization used in any organization. | (8) | CO3 |
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**Question No. 4 Attempt following Question**

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| 4.a) | Illustrate the terms with their objectives WTO, AIDA, Global Liberalization and Foreign Direct Investment. | (8) | CO4 |
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**OR**

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| 4.b) | Describe MNC and enumerate importance of MNC with example. | (8) | CO4 |
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| 4.c) | Imagine you are the marketing manager of a global consumer electronics company planning to expand into a new international market. Analyze the key international marketing aspects you need to consider before entering the new market. | (8) | CO4 |
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**OR**

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| 4.d) | What are the strategies and challenges for entering foreign market? | (8) | CO4 |
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**Question No. 5 Attempt following Question**

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| 5.a) | Summarize in detail the extended PS of marketing mix | (8) | CO5 |
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**OR**

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| 5.b) | A multinational FMCG company known for its confectionery products is planning to launch a new brand of chewing gum in Indian markets. Chewing gum will be available nationwide in orange, mint and strawberry flavor. Design a suitable promotional mix for the above product. Assume your own brand name and clearly specify the target markets. | (8) | CO5 |
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| 5.c) | Recommend best marketing mix for rural market? | (8) | CO5 |
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**OR**

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| 5.d) | Correlate the following terms:-<br>a) E-commerce<br>b) Retailing<br>c) Franchising<br>d) Direct marketing | (8) | CO5 |
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