



	WINTER-2023		
	Exam Seat No.:		
	Academic Year:2023-2024	Semester:II	
	Name of Programme:MBA	Pattern:2022	
	Name of Course:Advance Marketing	Course Code:MBA22206	
	Max. Marks:60	Duration:2hr 30mins	

	<p>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.</p> <ol style="list-style-type: none">1. This question paper contains <u>2</u> 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.6. Question 1 and 2 are compulsory. Solve a or b and c or d from question number 3,4 and 5	
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Question No. 1 Attempt following Question

- 1a) Define product. Explain new product development process. (6) CO1

Question No. 2 Attempt following Question

- 2a) Describe the major strategies for pricing new products? (6) CO2

Question No. 3 Attempt following Question

- 3a) Define sales planning. Write steps in sales process. (8) CO3

OR

- 3b) Define sales promotion. Explain the methods of sales promotion with suitable examples. (8) CO3

- 3c) Explain the types of sales organization. (8) CO3

OR

- 3d) What is advertising effectiveness? Explain ways to measure advertising effectiveness ? (8) CO3

Question No. 4 Attempt following Question

- 4a) Explain trade theories. (8) CO4

OR

4b) Imagine you are the marketing manager of a global consumer electronics company planning to expand into a new international market. Analyse the key international marketing aspects you need to consider before entering the new market. (8) CO4

4c) What are the challenges in international business environment? (8) CO4

OR

4d) How can digital marketing and e-commerce be utilized effectively to reach international customers? (8) CO4

Question No. 5 Attempt following Question

5a) Describe in detail the extended PS of marketing mix. (8) CO5

OR

5b) Explain terms:- (8) CO5

a) E-commerce

b) Retailing

c) Franchising

d) Direct marketing

5c) Explain with example how different marketing mix of an MNC is different than marketing mix of a domestic firm. (8) CO5

OR

5d) 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 flavour. Design a suitable promotional mix for the above product. Assume your own brand name and clearly specify the target markets. (8) CO5