



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

SUMMER-2024	
Exam Seat No.:	
Academic Year:2023-2024	Semester:II
Class:FY	Program:MBA
Branch Code:M.B.A.	Pattern:2022
Name of Course:Advance Marketing	Course Code:MBA22206
Max. Marks:60	Duration:2.30 Hrs.

**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 \_\_2\_\_ 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**

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

**Question No. 2 Attempt following Question**

- 2a) Define advertising budget and types of advertising expenses. (6) CO2

**Question No. 3 Attempt following Question**

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

**OR**

- 3b) Examine the ethical issues involved in personal selling. (8) CO3

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

**OR**

- 3d) Determine the purpose of sales organization. (8) CO3

**Question No. 4 Attempt following Question**

- 4a) 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

**OR**

4b) Explain trade theories. (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) Explain terms:- (8) CO5

a) E-commerce

b) Retailing

c) Franchising

d) Direct marketing

**OR**

5b) Describe in detail the extended Ps of marketing mix of manufacturing product. (8) CO5

5c) Compare Coca-Cola (MNC) vs. Local Soda Brand (Domestic Firm) marketing mix (8) CO5

**OR**

5d) A multinational FMCG company 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

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