



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

	InSem Examination-IISummer2024		
	Exam Seat No.:		
	Academic Year:2023-2024	Semester:II	
	Name of Programme: FYMBA	Pattern:2022	
	Name of Course: Advance Marketing	Course Code:MBA22206	
	Max. Marks:30	Duration:1 hr	

**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 \_\_1\_\_ 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. Solve (a) or (b) and (c) or (d) from Q. No. 1 and 2

**Question No. 1 Attempt following Question**

- a) Explain consumer goods/products with examples. (5) CO1

**OR**

- b) Discuss methods of extending line stretching with examples. (5) CO1

- c) Show the product life cycle diagram and explain various strategies for each stage. (10) CO1

**OR**

- d) Describe pricing strategies for new and existing products with examples. (10) CO1

**Question No. 2 Attempt following Question**

- a) Elaborate the functions of wholesalers. (5) CO2

**OR**

- b) Discuss consumer promotion tools. (5) CO2

- c) Describe the factors influencing advertising budget. (10) CO2

**OR**

- d) Summarize the importance of marketing channels. (10) CO2

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