



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

WINTER-2025	
Exam Seat No.:	
Academic Year:2025-2026	Semester:II
Class:PG-I	Program:MBA
Branch Code:10	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.
6. Question 1 & 2 are compulsory Solve a or b and c or d for question 3,4 and 5

Marks CO

Question No. 1

- 1a) Define Product Decision and Describe different Product related Decisions should take to grow the product in the market? (6) CO1

Question No. 2

- 2a) Describe Factors affecting Price Determination? (6) CO2

Question No. 3

- 3a) Assign Responsibilities of Sales Executive in the organization? (8) CO3

OR

- 3b) Discuss New Product development Process? (8) CO3

- 3c) Define and Express Steps in Sale Process in detail? (8) CO3

OR

- 3d) Define Marketing Channels and Demonstrate different Marketing channels used by organizations to market their products or services? (8) CO3

Question No. 4

- 4a) Analyze the challenges when a company enters into the Foreign Market? (8) CO4

OR

- 4b) Illustrate the terms and their objectives WTO, FDI, MNC and Global Liberalization? (8) CO4

- 4c) Define International Business Environment and Explain Importance of International Business? (8) CO4

OR

- 4d) Suppose you are an International Marketing Manager of AMUL Ltd. Planning to expand into an international market. Analyze different aspects considering while entering into the international market? (8) CO4

Question No. 5

- 5a) Explain How can digital marketing and e-commerce be utilized effectively to reach international customers? (8) CO5

OR

- 5b) Summarize in detail the 7Ps of marketing mix? (8) CO5
- 5c) If you will going to start your own company/start-up, assume your Product or Service and Explain Promotional Mix for it? (8) CO5

OR

- 5d) Explain Marketing Mix (4P) of E-Bike Justify your answer. (Make assumptions wherever necessary) (8) CO5

..... End of question paper.....