4. (a) "When a firm considers initiating a price change, it must carefully consider its customers and competitors reactions." Elaborate. (9)

(b) A manufacturer of fat-free candy bars is considering positioning its product as a healthy, nutritious snack food. How can he develop an effective strategy to target the intended market? (9)

OR

(c) What factors should a firm consider in setting prices for a new product and for the entire product line? (9)

(d) Explain the relevance of BCG Matrix in the current scenario with a suitable brand as an example. (9)

5. Write short notes on (**any three** of the following) (6×3)

(a) Holistic Marketing.

(b) Push & Pull Strategy.

(c) Cost based vs. Competitor based pricing method.

(d) Expanded Marketing Mix.

[This question paper contains 4 printed pages.]

Your Roll No..............

Sr. No. of Question Paper : 3047 **I**

Unique Paper Code : 2924002010

Name of the Paper : Fundamentals of Marketing Management (GE)

Name of the Course : **B.M.S.**

Semester : III / V

Duration : 3 Hours Maximum Marks : 90

Instructions for Candidates

1. Write your Roll No. on the top immediately on receipt of this question paper.
2. Attempt **all** the questions
3. All parts of the question must be attempted together.

1. (a) "The present-day marketing is customer-oriented" Elaborate the statement by giving suitable examples. (9)

(b) Discuss the various marketing concepts/ philosophies that help marketing managers in formulating strategies for the efficient conduct of business. Do you think that the societal marketing concept is at its best to be adopted by the marketer for achieving the greatest success at the marketplace? (9)

OR

(c) "Marketing is no more a function of marketing department only." Explain the statement and also discuss the nature and importance of marketing. (9)

(d) Explain the factors influencing the choice of a channel of distribution. (9)

2. (a) Why is packaging considered to be the fifth P of marketing? Support your answer by giving suitable examples from the current scenario. (9)

(b) At what stage of the product life cycle are the following and what future can you predict for each one. (a). Cigarettes (b). Automobiles. (9)

OR

(c) Why is it important for the companies to segment their markets? Should providers of public services like electricity segment their markets? (9)

(d) What do you understand by Product Mix? With the help of an example of a multiproduct company, explain width, length, depth and consistency of product mix. (9)

3. (a) As the marketer of high definition TV, you have to decide between penetration or skimming pricing policy. Explain the factors you would consider in making that choice? (9)

(b) Explain the difference between intensive, selective and exclusive distribution? (9)

OR

(c) "Services marketing requires an extended marketing mix." Explain. (9)

(d) "Promotional tools may vary in their cost effectiveness at different stages of buyer readiness." Do you agree? Explain. (9)