

Con. 10757-12.

(REVISED COURSE)

KR-5586

(3 Hours)

[Total Marks : 100

- N.B. :** (1) Question No. 1 is compulsory.
 (2) Attempt any four questions from remaining six questions.
 (3) Figures to the right indicate full marks.
 (4) Illustrate your answer with examples cases wherever possible.

1. Answer the following questions :— 20
 - (a) It is no longer enough to satisfy customers. You must delight them. Explain kotler views.
 - (b) Marketing is typically seen as the task of creating, promoting and delivering goods and services to consumers and business. Explain the scope of marketing.
2.
 - (a) What factors should a company review before deciding to go abroad. 8
 - (b) What are the major ways of entering a Foreign Market. 6
 - (c) To what extent must the company adapt its products and marketing program to each country. 6
3.
 - (a) How to ascertain competitors strategies, objectives strengths, and weakness and reaction patterns ? 8
 - (b) When should the company initiate a price change and how should it respond to a competitors price change ? 6
 - (c) How does market research help in marketing. 6
4.
 - (a) What decisions do companies face to designing a sales force ? 8
 - (b) What do you understand by sales forecasting ? Why is it necessary in marketing ? What is its effect on the other functions in a company. 6
 - (c) Highlight the promotional values of advertising. 6
5.
 - (a) Explain major Driven of New Economy. 6
 - (b) What are the Four 'P's of Marketing ? 6
 - (c) Explain briefly cost of the lost customer. 8
6.
 - (a) What do you understand by product life cycle ? 8
 - (b) What challenges does a company face in developing new products. 6
 - (c) What way would you select a New Dealer. 6
7. Write short notes on any four :— 20
 - (a) The Growth of Direct Marketing
 - (b) Branding
 - (c) Relationship Marketing
 - (d) Celebrity Advertising
 - (e) Advertising Budget
 - (f) B 2 B
 - (g) Total Customer Satisfaction
 - (h) B 2 C.

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Ying-Ying Zheng



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Table of Contents Marketing Management Npast Exam Papers

1. Understanding the eBook Marketing Management Npast Exam Papers
 - The Rise of Digital Reading Marketing Management Npast Exam Papers
 - Advantages of eBooks Over Traditional Books
2. Identifying Marketing Management Npast Exam Papers
 - Exploring Different Genres
 - Considering Fiction vs. Non-Fiction
 - Determining Your Reading Goals
3. Choosing the Right eBook Platform
 - Popular eBook Platforms
 - Features to Look for in an Marketing Management Npast Exam Papers
 - User-Friendly Interface
4. Exploring eBook Recommendations from Marketing Management Npast Exam Papers
 - Personalized Recommendations
 - Marketing Management Npast Exam Papers User Reviews and Ratings

- Marketing Management Npast Exam Papers and Bestseller Lists
- 5. Accessing Marketing Management Npast Exam Papers Free and Paid eBooks
 - Marketing Management Npast Exam Papers Public Domain eBooks
 - Marketing Management Npast Exam Papers eBook Subscription Services
 - Marketing Management Npast Exam Papers Budget-Friendly Options
- 6. Navigating Marketing Management Npast Exam Papers eBook Formats
 - ePub, PDF, MOBI, and More
 - Marketing Management Npast Exam Papers Compatibility with Devices
 - Marketing Management Npast Exam Papers Enhanced eBook Features
- 7. Enhancing Your Reading Experience
 - Adjustable Fonts and Text Sizes of Marketing Management Npast Exam Papers
 - Highlighting and Note-Taking Marketing Management Npast Exam Papers
 - Interactive Elements Marketing Management Npast Exam Papers
- 8. Staying Engaged with Marketing Management Npast Exam Papers
 - Joining Online Reading Communities
 - Participating in Virtual Book Clubs
 - Following Authors and Publishers Marketing Management Npast Exam Papers
- 9. Balancing eBooks and Physical Books Marketing Management Npast Exam Papers
 - Benefits of a Digital Library
 - Creating a Diverse Reading Collection Marketing Management Npast Exam Papers
- 10. Overcoming Reading Challenges
 - Dealing with Digital Eye Strain
 - Minimizing Distractions
 - Managing Screen Time
- 11. Cultivating a Reading Routine Marketing Management Npast Exam Papers
 - Setting Reading Goals Marketing Management Npast Exam Papers
 - Carving Out Dedicated Reading Time
- 12. Sourcing Reliable Information of Marketing Management Npast Exam Papers
 - Fact-Checking eBook Content of Marketing Management Npast Exam Papers
 - Distinguishing Credible Sources

13. Promoting Lifelong Learning
 - Utilizing eBooks for Skill Development
 - Exploring Educational eBooks
14. Embracing eBook Trends
 - Integration of Multimedia Elements
 - Interactive and Gamified eBooks

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