
Roll No.

Total No. of Printed Pages: 3

Total No. of Questions : 7

Maximum Marks : 60

Duration (hrs.) : 3

Note : First question is compulsory and carries 20 marks, attempt any four out of remaining six questions which carries 10 marks each.

Q.1. Read the following case carefully and answer the questions that follow.

Samsung Launches Galaxy Note 2: Windows 8 Phone and Smartphone-Camera (Aug 29, 2012)

After its bruising defeat in the courts to Apple, Samsung tried to get on with business as usual, with some of its more distinctive products, including a New Samsung Galaxy Note, being launched in Berlin at an event titled "Unpacked."

Welcome to the Future

Samsung's 'Unpacked' event is being live-streamed now on Facebook but most of the details are out already. With new phones, tablets and computing devices on the way, it promises to be quite a show.

Is It A Phone or Is It A Camera?

There have been quite a few i-Phone stuck on the back of a camera spoofs, but Samsung has gone and done it for real, with a new product shown ahead of the event. The Galaxy Camera looks like a sleek consumer camera with a large touch screen on the back and a super 21X zoom lens up front.

Taking 16megaixel shots, you can view them on the 4.8" HD screen and upload them direct to your usual social and photo services directly using your Android apps. Internals include a likely 1.4GHz processor, 8GB of internal storage and a micro-SD card slot.

Taking Notes

The specs for the Galaxy Note 2 are also being widely dispersed ahead of the event. As expected, it will offer a 5.5" HD Super AMOLED screen running at 1280×720. Inside is a 1.6GHz quad-core CPU with 2GB of RAM (with 16, 32, and 64 GB options and a micro-SD slot) plus dual cameras.

A huge 3,100mAh battery is there which makes it a smudge heavier by a couple of grams on the original; even so the overall dimensions are slightly thinner. There will be LTE and HSPA+ 21 models depending on your region and it will ship in white or grey with Android 4.1 Jelly Bean. It is out in October in Europe, U.S. release details to follow.

Phoning Home on Windows

Samsung is also showing off its first Windows 8 phone, the ATIV S, this features specs that match the latest Android devices, but will be a key part of Microsoft's success as a smart-phone player. This ATIV s offers a 4.8-inch HD Super AMOLED screen, 1.5GHz dual-core and dual cameras.

Windows 8 Phones are headed your way in huge numbers

Looking rather executive in silver and grey, the phone was shown on Microsoft's Windows Phone blog which has more photos and specifications. ATIV is the product name for all Samsung's Windows 8 products including a smart tablet PC, with detachable magnetic keyboard.

Samsung showed off Windows tablets, Ultra-books and other devices, focusing on lightness, thinness and design specs, but the phone came across as the highlight of the show.

- (A) Discuss the 'Concept development and Testing' stage of New Product Development for Samsung Galaxy Note 2.
- (B) What is the Differentiation criterion as per various tangible product attributes for Samsung Galaxy Note 2?
- (C) Describe the Product-mix strategies for Samsung mobiles.
- (D) Analyze and justify the segmentation carried by Samsung for Galaxy Note 2.

Q.2. Write a short note on any two of the following:

- (A) Holistic Marketing Concept**
- (B) Evolution of Marketing**
- (C) Production Concept of marketing**

Q.3. Discuss any two of the following in brief:

- (A) Various bases of Segmentation for automobile industry**
- (B) 7Ps of Service marketing for banking industry**
- (C) Concept of Product-mix and Product-line with 1 example for each**

Q.4. Explain any two of the following precisely:

- (A) Customer-value proposition**
- (B) Economic and Cultural factors of marketing macro-environment**
- (C) Suppliers and Intermediaries as factors of marketing micro-environment**

Q.5. Attempt any two of the following:

- (A) Describe consumer buying process for any consumer-durable product.**
- (B) Describe steps in Industrial buying process.**
- (C) Discuss the different roles in buying-centre.**

Q.6. Distinguish between the following (any two):

- (A) Growth and Maturity stages of Product-lifecycle**
- (B) Product and Selling Concept of marketing**
- (C) Competition-oriented and Product-line oriented pricing with an example**

Q.7. Explain any two of the following:

- (A) Difference between advertising and Sales Promotion with 2 examples**
- (B) Explain Personal Selling and Publicity with two examples**
- (C) Define various types of distribution with an example for each**

All the Best
