

Roll No.:

Total No. of Printed Pages:- 2

Total No. Of Questions: 7

Maximum Marks :- 60

Duration: 3 Hours

29-04-2011

Note:- Answer Any Five Questions .

All Question carries equal marks [12 X 5 = 60]

Q1. Today, marketing communications are increasingly seen as an interactive dialogue between the company and its customers. How can company use integrated direct marketing for competitive advantage?

Q2. A leading consumer durable company wants to launch its products in rural India. What marketing strategies it should adopt and why?

Q3. Giving suitable examples discuss briefly the current scenario of retail industry in India.

Q4. A multinational FMCG company known for its confectionery products, is planning to launch a new brand of 'chewing gum' in Indian markets. Chewing gum will be available nationwide in orange, mint and strawberry flavour. Design a suitable promotional mix for the above product. Assume your own brand name and clearly specify the target markets.

Q5. B2B markets include wide varieties of customers. So, marketers must identify the different market segments they serve. Explain in detail with examples the various ways to segment a business market.

Q6. What is Event Marketing? Discuss four main types of events with appropriate

examples. Explain the different stages in Event Marketing plan.

Q7. Discuss briefly with suitable examples any six strategic marketing principles given by Sun Tzu?

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