Sanjay Ghodawat University, Kolhapur

2020-21

Established as State Private University under Govt. of Maharashtra. Act No XL, 2017

EXM/P/09/00

Year and Program: SY B C.om	School of Commerce and Management	Department: Management
Course Code: CBC 207.2	Course Title: FUNDAMENTALS OF MARKETING	Semester : III
Day and Date: Thursday 10/12/2020	End Semester Examination	Time : 2 Hrs. Max Marks : 50

Instructions: 1) All Questions are compulsory.

		Marks	Bloom's Level	CO
Q.1	**Answer the following (any Two)**–			
a)	Mr. Rajeev would like to enter into business market. He wants to serve the market place by offering quality goods and services for satisfying market demand. Mr. Rajeev is searching information about potential market to be select for entering into it. Assume you are Marketing Expert and Examine the different types of market with suitable examples which helps to Mr. Rajeev to take right decision about deciding the potential market.	9	L4	CO1
b)	State the core concepts of marketing with suitable examples in your own words.	9	L1	CO1
c)	Illustrate how there is the levels of product forces to Marketer to offer right product for right customer.	9	L2	CO2
Q.2	**Answer the following (any two)** –			
a)	Assume you are Marketing Specialist and Identify which are the stages Marketer must considered for setting the price of product or services.	8	L2	CO2
b)	List out the different elements of promotion mix which helps to Marketer to create awareness of product and services in the mind of consumers.	8	L1	CO2
c)	Assume you are Marketing Consultant and Interpret the different bases available for market segmentation for consumer market.	8	L3	CO3
Q.3	**Answer the following (any two)** –			

a)	Differentiation strategy is very important for Marketing for defining the competitive advantage of product and services into the market. Memorize how organizations are going to consider elements differentiation strategy for making their product and services different from others.	8	L1	CO3
b)	Ms. Bhakti would like to buy new Laptop to attend online lectures on it. Assume you are Marketing Consultant and describe the stages Ms. Bhakti should consider for taking buying decision of Laptop in a right way.	8	L2	CO4
c)	Demonstrate with suitable examples personal and psychological factors which are affects on consumer behaviour.	8	L3	CO4

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