

- (e) Positioning helps a brand to: 1 U 2
- (i) Lower taxes (ii) Sell online only
- (iii) Stand out in the market (iv) Avoid advertising

Q.2 Attempt Any Two [10]

- (a) What are the key factors affecting consumer buying behaviour? Explain with examples how psychological and social factors influence purchasing decisions. 5 U 1
- (b) Explain the role of packaging in marketing. What are the different types of packaging? 5 R 2
- (c) A New brand of sports shoes is struggling to attract young customers. Suggest two changes in the marketing mix and one psychological factor they should focus on to improve sales. 5 U 1

Q.3 Attempt Any Two [10]

- (a) Differentiate between convenience goods, shopping goods, and specialty goods with suitable examples. 5 U 2
- (b) What is the STP model in marketing? Explain its three main components with examples. 5 U 2
- (c) How does the product mix help in segmentation, targeting, and positioning? Explain the four dimensions with examples. 5 N 2

Q.4 Attempt Any Two [10]

- (a) What is the marketing mix? Describe the traditional 4 P's of marketing with relevant examples. 5 U 1
- (b) What are the key factors affecting consumer buying behavior? Explain with examples how psychological and social factors influence purchasing decisions. 5 R 1
- (c) Describe Porter's Value Chain Analysis. How do primary and support activities contribute to value creation in an organization? 5 U 1

SECTION B

Marks BL CO

Q.5 Multiple-Choice Questions

[05]

- (a) A company wants to use a self-service platform like an ATM. This is an example of: **1 R 3**
- (i) Hybrid service (ii) Traditional service
(iii) Self-service technology (iv) E-commerce platform
- (b) The final stage of new product development is: **1 R 3**
- (i) Market Testing (ii) Concept Testing
(iii) Commercialization (iv) Business Analysis
- (c) Which of the following is NOT a category of service? **1 U 3**
- (i) Self-service technology (ii) Hybrid service
(iii) Offline social networking (iv) Online platform
- (d) Which strategy would be most effective in building trust in e-services? **1 R 4**
- (i) Reducing website content (ii) Using identical templates
(iii) Enhancing data security and transparent policies (iv) Decreasing personalization policies
- (e) Which of the following refers to the price a consumer expects to pay based on past experience or market norms? **1 R 4**
- (i) Discount price (ii) Reference price
(iii) Premium price (iv) Penetration price

Q.6 Attempt Any Two

[10]

- (a) What is brand equity? Explain its components and significance in marketing. **5 R 3**
- (b) Describe the Customer-Based Brand Equity (CBBE) model developed by Keller. **5 U 3**
- (c) What are three strategies for differentiating e-services in digital markets? **5 R 3**

Q.7 Attempt Any Two

[10]

- (a) Explain the concept of reference pricing and its role in consumer psychology. **5 R 4**
- (b) What are the key decisions involved in designing and managing distribution channels? **5 U 4**
- (c) What is interactive marketing? Explain its advantages and disadvantages. **5 R 4**

Q.8 Attempt Any Two

[10]

- (a) Describe the role and importance of marketing channels in distribution. **5 R 3**
- (b) Define direct marketing. Explain its benefits and different types of channels. **5 R 4**

(c) Discuss how word-of-mouth influences consumer behavior in digital marketing.

5 U 4
