Before answering the question paper the candidate should ensure that they have been supplied the correct question paper. Complaints in this regard, if any, shall not be entertained after the examination.

Note: Question No. 1 is Compulsory and attempt any two questions from each section. All questions carry equal marks.

1. Write Notes on.
   (a) How a product becomes a brand?
   (b) Is positioning a deliberate exercise?
   (c) Why a company goes for STP?
   (d) Brief about selective distortion. (5*4)

   **SECTION – A**

2. Are there really clear roles like users, buyers, influencers in a buying process? And even if they are identifiable, is it possible to manage single offering in a way that is satisfactory to all the players of the buying process. Discuss. (20)

3. What are the major Product line policies and strategies? Discuss. (20)

4. Most companies are assuming “Product Parity”. But in practically every product there are expressed and latent needs that are not being served. Discuss critically. (20)

   **SECTION – B**

5. Define the concept of Social Class. How it affects the strategy of a marketing plan. (20)

6. Think of a purchase decision you recently made. List the main influence factors, your affective response and your behavior. (20)

7. Are parameters like quality, promotion and publicity, essential for brand building? Discuss. (20)