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

1. a) A specific combination of Product, Price, Place and Promotion is called Marketing Mix. Why?
   b) What is Post Purchase Behavior of consumer?
   c) Justify the effort for New Product Development by companies.
   d) Establish relationship between Segmentation and Positioning.
   e) Discuss drivers of Green Marketing in India.

SECTION-A

2. Discuss the challenges and opportunities thrown by Indian marketing environment in recent times.

3. Explain the structure and operation of a good Marketing Information System.

4. What is Product? Discuss various levels of Product and creative use of these levels in competitive market.

SECTION-B

5. “Branding can be a market winning tool”. Critically examine this statement.

6. Discuss role of various promotion tools in promotion of products like
   a) Life Insurance Business
   b) Hair Shampoo

7. Build a case involving opportunities, challenges and proposed strategies for On-line marketing in India.