

Q-3	Attempt all questions	
(a)	Explain: Ansoff's Product – Market Expansion Grid.	05
(b)	Discuss Value Chain Model	05
(c)	Write any two differences between the selling concept and marketing concept.	04

SECTION – II

Q-4	Attempt the Following questions	(07)
a.	Give two example (Name of Company) of Co-branding	01
b.	Write the Full Form of VMS	01
c.	Explain with example : Captive Product Pricing	02
d.	Explain with example: Two Part Pricing	02
e.	Explain 0 (Zero) level Consumer Marketing Channel with an example	01

Q-5	Attempt all questions	(14)
(a)	Write a Note on : Five Product Level	05
(b)	List the ways of differentiating the services in the market and explain with suitable with example	05
(c)	What is product? Explain the characteristics of it.	04

OR

Q-5	Attempt all questions	
(a)	Bases for segmenting consumer markets	07
(b)	Explain the service – quality model.	07

Q-6	Attempt all questions	(14)
(a)	Who are a market challenger and what attack options are available to him to use against opponents?	07
(b)	Explain all the eight stages of new product development decision process from ideas generation to commercialization	07

OR

Q-6	Attempt all Questions	
(a)	What strategies would a leader brand adopt to defend its position? Explain with practical example.	07
(b)	What is product system? As a marketer of company ABC draw the table showing product mix and product line-length	07

