



11. (a) Marketing is sometimes considered to be an expensive luxury. Respond to this claim by elaborating your answer with examples how a marketing orientation can have a positive impact on business performance.

Or

- (b) Explain the differences between marketing as a philosophy and marketing as a set of business activities. How are the two ideas related? Explain needs, wants and demand.
12. (a) What are the differences between organizational buying behaviour and consumer buying behaviour? Explain the buying decision making process for consumer durable goods.

Or

- (b) Many consumer goods companies have recently been experimenting with the possibilities of customized target marketing strategy. What are the advantages and limitations of such a strategy?
13. (a) Explain (i) Cost Plus pricing (ii) Skimming Pricing (iii) Penetration Pricing.

Or

- (b) You are working as a Brand manager for a new breakfast cereal to be launched in the market. Explain what marketing research would you do before launching the brand and explain how do you position the brand in the market place.
14. (a) Explain BCG matrix. Elucidate some of the difficulties that can be encountered in making marketing planning work in a organization. How can these difficulties be overcome?

Or

- (b) What is meant by Value Chain analysis? What role does it play in the planning process?
15. (a) Explain pull and push strategy. It is frequently argued that much promotional expenditure is wasteful. Explain.

Or

- (b) Explain in bound and out bound logistics. Explain market driven supply.