

MAY 2012

**P/ID 37510/PBAK**

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Time : Three hours

Maximum : 80 marks

PART A — (5 × 5 = 25 marks)

Answer any FIVE questions.

All questions carry equal marks.

1. What barriers may a marketing manager face when trying to convince other people within an organization that they should adopt the marketing concept?
2. What are the characteristics of an effective marketing mix?
3. What is the difference between microenvironment and macro environment?
4. How do companies establish initial contact with marketing research agencies?
5. Explain the different roles played by consumers during the buying process.
6. What are the benefits of market segmentation?
7. What are the advantages of skimming pricing?
8. How advertising messages are created?

PART B — (4 × 10 = 40 marks)

Answer any FOUR questions.

All questions carry equal marks.

9. Several competing philosophies such as the Selling concept, Production concept and Product concept exist. How are these different from one another? How are these different from the marketing concept?
10. Differentiate between probability and non-probability sampling methods? Under what conditions should each of these methods be used?
11. How do changes in socio-cultural forces affect businesses? Do some industries get affected more easily than others due to changes in socio-cultural factors?
12. What is choice criteria? How does a consumer formulate choice criteria for evaluating alternatives? Discuss each criteria in detail, with relevant examples.
13. How promotion influences demand? What are the basic purpose of promotion?
14. What is E-Marketing? How is it useful for a company? What mistakes do companies make while implementing E-Marketing?

PART C — (15 marks)

Compulsory.

15. Mr. B. Ramesh has passed his M.D. examination recently and is desirous of starting a paediatric clinic in Pune. Since medical practitioners are not allowed to advertise their services, he has a concern to get established as early as possible in lieu of heavy investment in land building and equipments. His younger brother Mr. B. Suresh is undergoing a MBA programme in a foreign university and is excited with the basic knowledge in marketing and always talks about it. After listening much from Suresh, Ramesh asks him to prepare a total plan for promotional strategies he would use in order to achieve his objective.

Questions :

- (a) If you were Suresh, how would you prepare the promotional strategies applying your basic knowledge in marketing?
- (b) Enumerate important factors to be considered while developing a marketing plan for medical services.
- (c) Which modern media is available to medical practitioners to promote themselves for their services?