

market. Mayur's products helped many retailers to develop good image in each market.

These days growth of giant retailers and their concentrated buying power has increased. This leads to availability of multiple such brands which are giving more profits percentages to retailers. As a result, retailers are not efficiently selling Mayur's products and day by day their market share is decreasing. Now company is looking forward to solve this issue and to increase its market share.

- (1) Analyse the case. 7
- (2) Suggest relevant other forms of physical distribution to Mayur fabrics and give your justification for each. 7



- Note :** (1) Attempt all the questions.
(2) Figures to the right indicate marks.

SECTION A

1. (a) Discuss the nature and scope of Marketing in developed economy. 14

OR

- (b) Distinguish between Selling and Marketing. Explain the corporate orientations towards market place. 14

SECTION B

2. (a) State the significance of preparing a Market Plan. 7
- (b) 'Samsung' has recently introduced a 1200 litres mega size refrigerator in Indian market. Suggest a suitable segmenting strategy to the Company. 7

OR

- (c) Explain the concept of "Product Positioning" and "Product Differentiation." 7
- (d) Amul India Ltd. is launching a new energy drink for children. How should Amul position its product in market ? Justify. 7

3. (a) Explain in detail the concept of "Product line "depth" and "width" in Product Mix decisions. 7
- (b) Flair a pen manufacturing company is launching pen for children and women. Comment on the packaging decisions that Flair should adopt. 7

OR

- (c) State and explain the "Skimming Pricing Strategy" and "Penetrating Pricing Strategy". 7
- (d) At what stage of product life cycle are the following products in :—
- (1) Soft drinks.
- (2) PC (desk top). 7

SECTION C

4. (a) Distinguish between "Advertising" and "Publicity". 7
- (b) Explain various components of media mix decision. 7

OR

- (c) "Sales promotion is used to create and increase the demand for the product". Comment. 7
- (d) Explain different steps of promotional campaign. 7

SECTION D

5. For over three decades, Mayur Fabrics Ltd. has been delivering blended high fashion shirting and suitings fabrics. The designs and styles of Mayur's blended high fashion apparels have had a rich and vibrant history of creating fashion trends. In a highly saturated garment markets company wants to increase its market share and hence planned for maximum possible distribution channels. As a part of their strategy they mostly rely on top readymade retail stores in each