Anjuman Islam Janjira Degree College of Science Murud-Janjira, Raigad-402401 Affiliated to University of Mumbai	
Class: -F.Y.B.Sc (C.S)	**Subject: Marketing Mix – I**
Semester:- I	**Course code: -**
Exam Event :- (SH) Winter 2025	**Marks: 30 marks**
Date: - 08/11/2025	**Duration: - 01:00 Hours**

N.B :- 1. All Questions are Compulsory.
2. Draw neat labelled diagram wherever necessary
3. Figures to the right indicates full marks

Q1. Case study. 10

Shiva Industries Ltd. Are into manufacturing of televisions sets since 1980. Till 1989, they used to sell whatever they produced. They had a strong regional presence. They never felt any need to go to distributors to sell their product. They always had advance orders in hand and payments from distributors were all in advance. They had excellent manufacturing set up and had won an award from Industries Association in 1986 for excellence in product quality. They sales graph was always on the rise. They also enhanced their production capacity in 1988 to meet the increasing demand.

Today, Shiva Industries Ltd. Is on the point of closure. Inventories have piled up. It is the same product, with the same quality and features which had won them an award, but they are not able to sell now. The distributors are not making payments and are returning back the stocks. Shiva Industries Ltd. Also hired aggressive sales force with proven record, and also advertised in regional newspapers, but with no impact, Sales have been continuously declining since 1991. It's the same product which had won the prestigious award, but they are not able to sell today as the customers want something different.

Questions:

1.Why did Shiva Industries Ltd. Face difficulties in selling their products after 1991 despite having the same quality and features?

2.What marketing strategies did Shiva Industries Ltd. Adopt to revive sales, and why did they fail?

Q2. Answer the following 10

A. Justify the definition and features of consumer goods marketing.

OR

B. Describe the meaning and need/ importance of branding

Q3. Answer the following. 10

A. Explain price decisions factors affecting pricing decisions

OR

B. Define the types of pricing strategies