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Class: -F.Y.B.Sc (C.S)	Subject: - Marketing Mix II (OE I)
Semester: - II	Course code: -
Exam Event: - Summer 2025 (FH)	Marks: -30
Date: - 12/04/2025	Duration: - 01:00 Hours

- N.B. –**
- 1 – All questions are compulsory.
 - 2 – All questions have internal choice.
 - 3 – Figures to the right indicate full marks.

Q1. Case Study Analysis.

10

Sodhi & Co. manufactures a new variety of cleaning solution. They will be competing with two other companies which are presently running their promotional campaigns. One was offering a summer holiday at Simla & the other had attached small sponge to each of the cans. Mr. Sodhi, the Director of this Company called the Marketing Manager for a discussion to know whether these promotional campaigns of others are effective. These days, a lot of products seem to be promoted in one way or the other. In view of the fact that Sodhi & Co. is also likely to launch its new product shortly. Mr. Sodhi wanted to know whether his marketing department have considered using a promotion to help get the thing off the ground.

Exercise:

1. Do you feel a promotional campaign is required?
2. What type of promotional campaign you will recommend?
3. Analyse the merits and demerits of the available choices and recommend.

Q2. Answer the Following Questions.

A. Discuss the types of middlemen.

05

B. Explain the types of channels of distributing.

05

OR

A. What is the meaning of Channel of distributing? Explain the types of channel of distributing.

05

B. Distinction between selective distribution and Exclusive distribution.

05

Q3. Answer the Following Questions.

A. Distinguish between pull strategy and push strategy.

05

B. Explain types of promotion.

05

OR

A. Explain the significance of promotion.

05

B. What is promotion mix? Explain the component of promotion mix?

05