

Anjuman Islam Janjira Degree College of Science
Murud-Janjira, Raigad-402401
Affiliated to University of Mumbai
As per NEP 2020

Class: -F.Y.B.Sc.(C.S.)	Subject: Marketing mix -II
Semester: - II	Course code: -
Exam Event: - Regular exam	Marks: 30 marks
Date: - 14/03/2026	Duration: - 1 Hours

- N.B.**
- 1. Attempt any two of three questions**
 - 2. Draw neat labelled diagram wherever necessary**
 - 3. figures to the right indicate full marks**

Q1. Case study.

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A company is ready to try various sales promotion activities. It offers seven products and for every product it decides to go for a different sales promotion activity. Since the company is an FMCG company the seven goods are Biscuits, Noodles, Chocolate, Milk powder, Detergent powder, Cold drink and Soap. The company has decided to go for providing four extra biscuits a packet of ten biscuits leading to a total of fourteen biscuits in a for a packet now. The product head of Noodles is also excited about this scheme. However, he tries something different. He allows the customers to have a take back of 1 after depositing the used wrapper of the product. The product head of Chocolate goes for another scheme. He offers a surprise gift in the form of a printed code on the inside of the wrapper and this printed code has to be sent through a message and the winner will get a gold coin. For Soap, its product head has an entirely different idea. The company will go to schools, colleges and arrange quiz competitions there and the winners will get prizes in the form of a bucket full of this soap in various sizes of 50 gm, 100gm and 150gm. The product head of detergent powder has decided to go for a 25% reduction in the price of the detergent powder. Cold drink has been the most successful product of the company till date. To make it more successful, the company has decided to go for a combination of a free packet of chips of 100gm with a cold drink bottle of 3 litres.

Q2. Answer the following (Any 1).

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- A. Explain importance of middleman
- B. Difference between wholesaler and retailer

Q3. Answer the following (Any 1).

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- A. Express types of sales promotion
- B. Difference between push strategy and pull strategy