

4. Specialty Goods
5. Price Skimming

Q. 4. Answer in detail (Any Two) (20)

1. Explain Micro Environment of marketing
2. Elaborate Place Mix elements in detail
3. Discuss the factors that influence consumer purchasing decisions.
4. Elaborate elements of Promotion Mix.

Q. 5. Case study (15)

Amul, India's leading dairy brand, is known for its iconic advertising campaigns. The brand uses a combination of traditional and digital media to reach its audience. Its famous Amul Girl, featured in topical hoardings and ads, delivers humorous and witty commentary on current events. Amul's advertising strategy focuses on creating a strong emotional connection with consumers by promoting its products as part of the everyday lives of Indians.

Questions:

1. What is the unique advertising strategy used by Amul that sets it apart from its competitors?
 2. How does Amul leverage topical events in its promotion campaigns?
 3. Discuss the role of emotional appeal in study of consumer behaviour
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