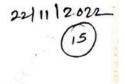
# TYBCOM Sem.V

Paper / Subject Code: 23114 / Commerce V





TIME: 3 HRS.

(TOTAL: 100 MARKS)

	QUESTIONS ARE			YON S
2. MA	RKS ARE INDICAT	ED AGAI	NST EACH QUEST	ION
1 (4) 0			- C the entires of	en below (ANV TEN)
1. (A) S	elect the most appropr	rate answe	er from the options give	en below (ANY TEN)
1.				etween profit, customer
	satisfaction and socie	ty's welfar	. )	
	a) Production		b) Marketing	13
	c) Selling		d) Societal	
	.0	1,00	S. 33	SL
2.	Marketing Decision S	Support Sy	stem is an important of	component of
			30	63
	a) Marketing Re	cearch	b) Product Resear	ch (S)
	- F	-	20	23,
	c) Marketing Inf	formation !	System d) Consumer	Research
3.		is an impo	rtant element of Dem	ographic Segmentation.
	a) Age		b) Culture	
	c) Lifestyle		d) Usage rate	3. To 3.
				0 12
4.	A passes	through di	fferent stages or phas	es during the lifetime.
	a) Plan	- T	b) Product	30
	c) Market		d) Promotion	the state of
	(8' 5)	13	7.0	
	S			E.
5.	Service sector faces	challenge		
*	a) Quality		b) Productivity	
	c) Efficiency		d) Intangibility	
	3.5			or
6.	Both cost oriented fa	ctors and	market oriented facto	rs influence
	a) Pricing	1.	b) Promo	tion
	c) Placement		d) Brandi	ng
			- (	
7.	Warehousing creates	5	utility	
7	a)Time	177	b) Place	
1	c) Form		d) Possession	
/			196	
. 8	is a form of	consumer	-oriented promotion	techniques.
	a) Push Strategy		b) Exchange Offe	
	c) Trade Discour		d) Dealers' Confe	

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	9. is the first step in p	personal selling	
	a) Presentation	b) Approach	
	c) Prospecting	d) Follow-up	
		the competitor and attacking is called a	us
	Strategy a) Frontal attack	b) Flank attack	
	c) By pass attack	d) Encirclement attack	
	11. packets help in incr	reasing sales in rural markets	100
	a) Elegant	b)Sophisticated	
	c) Large	d) Sachet	
	12.Seeking protection against ha	rmful goods is Right to	
	a) Safety	b) be heard	_
	c) education	d) redressal	
(B) Sta	e whether the following stateme	nts are True OR False: (ANY TEN)	(10)
1.	Exchange concept is the oldest	concept of Marketing.	, S
2.	Marketing Research is a one-tin	me activity.	
3.	In a single segment concentration	on strategy, the company selects a speci	fic single
	market segment and offers a sir	ngle product to that segment.	*
- 10			~
4.	A company adopts the same ma	arketing mix for all the products.	
5.	The main objective of penetrati	on pricing is to capture a large market s	hare.
.6.	Ease in identification is one of	the essentials of good packaging.	
7.	Channel of distribution creates	only place utility.	0
8.	Advertising is a personal tool o	f communication.	
9.	Objection handling is one effec	tive skill in personal selling.	
10.	Lowering the price to restrain	competition is known as skimming the	cream.
11.	VOICE is the name of a Multin	ational firm.	
12.	Copying something of the leader	er is known as imitating strategy,	
16			
Q.No.2	Answer ANY TWO of the follo	wing:	(15)
a)	What do you mean by Marketin	g? Explain its Features.	
b)	Discuss the process of Marketin	ng Research,	
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 c) What is Consumer Behaviour? Discuss briefly various factors influencing consumer behaviour.

#### Q.No.3 Answer ANY TWO of the following:

(15

- a) What is Product Life Cycle? Explain how to manage different stages in the Product Life Cycle?
- b) What are various strategies of product positioning?
- c) Explain different objectives of pricing.

# Q.No.4 Answer ANY TWO of the following:

(15)

- a) Define the concept of Physical Distribution. What factors influence Physical Distribution?
- b) Define Promotion-Mix. Discuss the elements of Promotion-Mix.
- c) Define the concept of Sales Management. Discuss components of Sales Management

## Q.No.5 Answer ANY TWO of the following:

(15)

- a) Explain the role of consumer organizations in protecting consumers.
- b) Explain the marketing strategies effective in Rural marketing
- c) What are the skill sets needed for career in marketing?

#### Q.No.6 Write short Notes (ANY FOUR)

(20)

- a) Strategic Marketing.
- b) Data Mining.
- c) Brand Equity.
- d) Importance of Service Positioning.
- e) Personal Selling.
- f) Digital Marketing.

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