

Duration: 3 Hours

Marks : 100

N.B. 1. All questions are compulsory**2. Figures to the right indicate full marks.****Q.1A) Fill in the blanks with appropriate options given below. (Any Ten) (10)**

- 1) _____ concept of marketing adopts product excellence.

a) Production	b) Selling
c) Marketing	d) Product

- 2) _____ is related to systematic gathering, recording and analyzing of data about problems relating to marketing of goods and services.

a) Marketing Research	b) Management Research
c) M.I.S.	d) Product Research

- 3) A _____ market is a small market segment.

a) Mini	b) Micro
c) Niche	d) Tiny

- 4) Repetition and recommendation of product results in _____.

a) Brand Loyalty	b) Brand Equity
c) Brand Positioning	d) Brand Extension

- 5) _____ means creating a distinct image of a product.

a) Segmentation	b) Promotion
c) Positioning	d) Penetration

- 6) _____ is the internal factor affecting Pricing.

a) Consumers	b) Competition
c) Economic conditions	d) Profit expected

- 7) Under _____ channel, the producer sells the product to the consumer without involving any middleman.

a) Direct	b) Indirect
c) Horizontal	d) vertical

- 8) _____ refers to integrating various methods of promoting a product.

a) Pace	b) IMC
c) Productivity	d) Publicity

- 9) _____ involves face to face communication and demonstration of product.

a) Advertising	b) Publicity
c) Personal selling	d) Marketing

- 10) A consumer has a right to be _____.

a) neglected	b) heard
c) seen	d) disregarded

