Dura	tion: 3 Hours	Marks : 100
N.B.	1. All questions are compulsory 2. Figures to the right indicate full mai	ʻks.
Q.1A) Fill in the blanks with appropriate opt	ions given below. (Any Ten) (10)
1)	concept of marketing adopts a) Production c) Marketing	product excellence. b) Selling d) Product
2)		recording and analyzing of data about problems
	ng to marketing of goods and services.	
	a) Marketing Research c) M.I.S.	b) Management Research d) Product Research
3) A _	a) Mini c) Niche	segment. b) Micro d) Tiny
4) Re	petition and recommendation of product a) Brand Loyalty c) Brand Positioning	results in b) Brand Equity d) Brand Extension
5)	a) Segmentation c) Positioning	e of a product. b) Promotion d) Penetration
6)	a) Consumers c) Economic conditions	ng Pricing. b) Competition d) Profit expected
7) Under channel, the producer sells the product to the consumer v		er sells the product to the consumer without involvi
any m	niddleman a) Direct c) Horizontal	b) Indirect d) vertical
8)	a) Pace c) Productivity	ethods of promoting a product. b) IMC d) Publicity
9)	a) Advertising	communication and demonstration of product. b) Publicity I) Marketing
10) A	consumer has a right to be a) neglected c) seen	b) heard d) disregarded

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11) Promotion of biodegradable products is an example of _____ marketing. a) Green b) Social c) Rural d) Digital a) Market segmentation b) Brand pos 12) ___ b) Brand positioning c) Market targeting d) Lack of CRM B) State Whether the following statements are True or False. (Any Ten) (10) 1) The societal marketing concept considers society's long-term best interests along with the 2) satisfaction of customers' wants and needs. 3) Marketing Research plays an essential role in creating customer satisfaction. 4) Perception is a psychological factor affecting consumer behavior. 5) Marketing mix is a consumer oriented activity. 6) Intangibility is one of the challenges in service positioning. 7) Competition is an internal factor affecting pricing decisions. 8) Channels of Distribution create only place utility. 9) Integrated Marketing Communications (IMC) does not include Public Relations. 10) Prospecting is the first step in Personal Selling. 11) Consumer organisations protect the interest of producers. 12) Refillable or reusable packaging can be an effective rural marketing strategy. 13) Reasonable price is one of the factors contributing to the failure of brands in India. Q.2) Answer ANY TWO of the following: (15) a. Define Marketing. Explain its functions in detail. b. What is the Marketing Information System (MIS)? Explain components of MIS. c. Describe the Benefits of Market Segmentation Q.3) Answer ANY TWO of the following: (15) a) Elaborate the concept of Product Life Cycle. b) What is Product Positioning? Explain strategies involved in Product Positioning.

c) Explain various Pricing Strategies.

Q.4) Answer ANY TWO of the following:

(15)

(15)

(20)

- a) Explain the various components of Supply Chain Management.
- b) What is Promotion? Explain the importance of Promotion?
- c) What are the different components of sales management?

Q.5) Answer ANY TWO of the following:

- a) Explain the various strategies of Market Leader and Market Challenger.
- b) Discuss the importance of green marketing.
- c) Elaborate various career options available in marketing.

Q.6) Write short notes on ANY FOUR of the following:

- a) Importance of Marketing
- b) Customer Relationship Management
- c) Essentials of a Good Package
- d) Skills required for Effective Selling.
- e) Role of Consumer Organizations
- f) Factors contributing to the success of a Brand

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