

Time:- 3.00 Hours

Total Marks - 100

- N.B.: 1) All questions are compulsory
2) Figures to the right indicate full marks.

Q.1. A) Select the most appropriate answer from the options given below: (any ten) (10)

- 1) _____ is the oldest concept of marketing.
a) Product
b) Exchange
c) Production
d) Marketing
- 2) _____ is a factor of demographic segmentation.
a) Culture
b) Life style
c) Age
d) Education
- 3) _____ factors comprise of set of value and ideologies of a particular community and group of individuals.
a) Cultural
b) Social
c) Personal
d) Psychological
- 4) _____ developed the concept of 'Marketing Mix'.
a) Philip Kotler
b) William Stanton
c) Henry Fayol
d) James Culliton
- 5) Cost is one of the important _____ factors influencing pricing.
a) External
b) Environmental
c) Internal
d) General
- 6) Under brand personality, marketers make an attempt to personify a brand with personality _____.
a) Acts
b) Traits
c) Deeds
d) Image
- 7) _____ includes tools like discounts, coupons, free samples etc. used to stimulate demand.
a) Public relations
b) Sales promotion
c) Advertising
d) Supply chain Management
- 8) Integrated Marketing communication is a _____ approach of communication.
a) Unified
b) Diversified
c) Scattered
d) Preventive
- 9) In _____ channel, two or more stages of a distribution channel are combined and managed by one firm.
a) Vertical
b) Multilevel
c) Outsourcing
d) Third Level
- 10) _____ has the largest Market share in the relevant product in the industry.
a) Market follower
b) Market leader
c) Market challenger
d) Market nichers

- 11) _____ involves designing marketing programs to arrive at desire exchange with the rural customers that satisfies their needs and wants.
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|----------------------|---------------------------|
| a) Green marketing | b) Rural marketing |
| c) Digital marketing | d) Social media marketing |
- 12) _____ is one of the major reasons for brand failure.
- | | |
|--------------------------|-------------------------|
| a) Uniqueness | b) Creative advertising |
| c) Imitation of products | d) Innovativeness |

Q.1. B) State whether following statements are true or false: (any ten) (10)

- 1) Customer satisfaction surveys is an effective technique of customer relationship management.
- 2) Internal records of a marketing information system help in launching new or modified products to market.
- 3) Data mining process does not help in developing customer loyalty.
- 4) Generally, at growth stage, advertising is undertaken to create awareness.
- 5) Under standard pricing strategy, a market may charge same price in all the markets.
- 6) Brand positioning gives distinctive identity to the brand.
- 7) Logistical packaging is same as product packaging.
- 8) Marketers need to develop a good image of the product in the minds of target audience.
- 9) Publicity is a paid form of non personal presentation of Ideas, goods and services.
- 10) Analytical thinking is required for effective marketing.
- 11) Consumer organizations are established for protecting the rights of marketers.
- 12) Niche marketers do not need to target big market areas.

Q.2 Answer any two of the following: (15)

- a) What is Marketing ? Explain its importance.
- b) Describe the steps in marketing research process.
- c) What do mean by consumer behavior? Discuss the factors affecting consumer behavior.

Q.3 Answer any two of the following: (15)

- a) Discuss the stages of product life cycle.
- b) Explain the strategies of product positioning.
- c) Discuss pricing strategies that can be considered by marketers.

Q.4 Answer any two of the following: (15)

- a) Discuss the traditional distribution channels in marketing.
- b) Explain promotion mix. Discuss the elements of promotion mix.
- c) What are the emerging trends in selling?

Q. 5. Answer the following questions (Any two)

(15)

- a) Discuss the general role of consumer organizations.
- b) Explain the strategies for effective rural marketing.
- c) What are the skills sets required for effective marketing?

Q. 6. Short Notes (Any Four)

(20)

- a) Strategic Marketing
 - b) Data Mining
 - c) Packaging
 - d) Supply Chain Management
 - e) Unethical Practices in Marketing
 - f) Green Marketing
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