

TIME : 3 HRS.

(TOTAL : 100 MARKS)

1. ALL QUESTIONS ARE COMPULSORY.
2. MARKS ARE INDICATED AGAINST EACH QUESTION

1. (A) Select the most appropriate answer from the options given below (ANY TEN) (10)

1. _____ concept of marketing aims at balancing between profit, customer satisfaction and society's welfare.

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|---------------|--------------|
| a) Production | b) Marketing |
| c) Selling | d) Societal |

2. Marketing Decision Support System is an important component of _____.

- | | |
|---------------------------------|----------------------|
| a) Marketing Research | b) Product Research |
| c) Marketing Information System | d) Consumer Research |

3. _____ is an important element of Demographic Segmentation.

- | | |
|--------------|---------------|
| a) Age | b) Culture |
| c) Lifestyle | d) Usage rate |

4. A _____ passes through different stages or phases during the lifetime.

- | | |
|-----------|--------------|
| a) Plan | b) Product |
| c) Market | d) Promotion |

5. Service sector faces challenges due to _____.

- | | |
|---------------|------------------|
| a) Quality | b) Productivity |
| c) Efficiency | d) Intangibility |

6. Both cost oriented factors and market oriented factors influence _____.

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|--------------|--------------|
| a) Pricing | b) Promotion |
| c) Placement | d) Branding |

7. Warehousing creates _____ utility

- | | |
|---------|---------------|
| a) Time | b) Place |
| c) Form | d) Possession |

8. _____ is a form of consumer-oriented promotion techniques.

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|-------------------|-------------------------|
| a) Push Strategy | b) Exchange Offer |
| c) Trade Discount | d) Dealers' Conferences |

9. _____ is the first step in personal selling
- a) Presentation b) Approach
c) Prospecting d) Follow-up
10. Identifying the weakness of the competitor and attacking is called as _____ Strategy
- a) Frontal attack b) Flank attack
c) By pass attack d) Encirclement attack
11. _____ packets help in increasing sales in rural markets
- a) Elegant b) Sophisticated
c) Large d) Sachet
12. Seeking protection against harmful goods is Right to _____
- a) Safety b) be heard
c) education d) redressal

(B) State whether the following statements are True OR False: (ANY TEN) (10)

1. Exchange concept is the oldest concept of Marketing. T
2. Marketing Research is a one-time activity. F
3. In a single segment concentration strategy, the company selects a specific single T market segment and offers a single product to that segment.
4. A company adopts the same marketing mix for all the products.
5. The main objective of penetration pricing is to capture a large market share. T
6. Ease in identification is one of the essentials of good packaging. T
7. Channel of distribution creates only place utility. F
8. Advertising is a personal tool of communication.
9. Objection handling is one effective skill in personal selling. T
10. Lowering the price to restrain competition is known as skimming the cream. T
11. VOICE is the name of a Multinational firm.
12. Copying something of the leader is known as imitating strategy.

Q.No.2 Answer ANY TWO of the following: (15)

- a) What do you mean by Marketing? Explain its Features.
- b) Discuss the process of Marketing Research.

- 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.