

Marks : 100

Time : 3 hours

- 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 also called as Cause Related Marketing.  
(a) The Product Concept  
(b) The Societal Marketing Concept  
(c) The Marketing Concept  
(d) The Selling Concept
2. \_\_\_\_\_ is the first step in Marketing Research.  
(a) Setting Objectives (b) Follow up  
(c) Defining the Problem (d) Creating Research Design
3. \_\_\_\_\_ is one of the techniques of CRM.  
(a) Market Segmentation (b) Market Domination  
(c) Customer Feedback (d) Market Targeting
4. \_\_\_\_\_ refers to the set of marketing tools that the firm uses to pursue its marketing objectives in the target market.  
(a) Market Position (b) Marketing Mix  
(c) Marketing Research (d) Market Coverage
5. \_\_\_\_\_ is the act of creating a distinct place in the minds of the customers.  
(a) Positioning (b) Branding  
(c) Pricing (d) Labelling
6. In \_\_\_\_\_ pricing strategy, a firm offers the same product to customers at different prices.  
(a) Skimming (b) Penetration  
(c) Differentiated (d) Follow the Leader
7. \_\_\_\_\_ in the form of Multi-level Marketing.  
(a) Pyramid Marketing (b) Network Marketing  
(c) Referral Marketing (d) All of these

8. Integrated Marketing Communication is a \_\_\_\_\_ activity.
- (a) One time (b) Occasional  
(c) Continuous (d) Rare
9. \_\_\_\_\_ Marketing refers to catering to specific needs of a small segment of consumers.
- (a) Aggressive (b) Niche  
(c) Continuous (d) Digital
10. \_\_\_\_\_ refers to online commerce transactions between customers.
- (a) B2B (b) B2C  
(c) C2C (d) None of these
11. \_\_\_\_\_ is not a suitable marketing strategy for rural markets.
- (a) Syndicated Vans (b) Banners  
(c) Melas and Fairs (d) Augmented Reality
12. \_\_\_\_\_ is a strategy by market followers.
- (a) Flank Defence (b) Flank Attack  
(c) Adapter (d) Pre-emptive Defence

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

1. Test marketing means introducing the product in a small segment of the market. - *True*
2. Consumer behaviour is accurately predictable. - *False*
3. Selective specialization is also called as multi-segment market targeting strategy. - *False*
4. During decline stage, the firm incurs heavy promotional expenditure. - *False*
5. Strong brand associations lead to high brand equity. - *True*
6. Penetration pricing strategy may be adopted if there is intense competition. - *True*
7. The terms 'Multi-level Marketing' and 'Multi-channel Marketing' are synonymous. - *False*
8. Advertising is a non-paid form of sales promotion. - *False*
9. Data warehousing is one of the components of sales management. - *False*
10. Consumer organisations may provide assistance in legal cases. - *True*
11. Green Marketing helps firms to build their image. - *True*
12. Over promotion may lead to brand failures. - *True*



**Note :** Students need not write the statements, but only write the answers for fill in the blanks and True / False in proper sequence. This will help to reduce time and stationery. Also, this facilitates easy assessment.

**Q.2** Answer any two of the following :

(15)

- (a) Define Marketing. Explain its functions in detail.
- (b) What is Data Mining ? Discuss its significance in marketing.
- (c) Explain the term Market Segmentation. What are the bases of market segmentation ?

**Q.3** Answer any two of the following :

(15)

- (a) What is Branding ? Discuss its components.
- (b) What do you mean by Service Positioning ? Discuss the challenges in service positioning.
- (c) Explain the factors affecting the pricing of a product.

**Q.4** Answer any two of the following :

(15)

- (a) Explain the traditional channels of distribution in marketing.
- (b) Explain the term Promotion Mix. Discuss the elements of promotion mix.
- (c) Discuss the process of Personal Selling.

**Q.5** Answer any two of the following :

(15)

- (a) Explain the general role of consumer organisations in protecting consumers against unethical practices by marketers.
- (b) What is Digital Marketing ? Explain the trends in digital marketing.
- (c) Discuss the skill sets required for effective marketing.

**Q.6** Write short notes on any four of the following :

(20)

- (a) Marketing Information System
- (b) Packaging
- (c) Components of Sales Management
- (d) Competitive Strategies for Market Challengers
- (e) Brand Equity
- (f) Green Marketing

# UNIVERSITY QUESTION PAPERS

## NOVEMBER 2018

Marks : 100

Time : 3 hours

Please check whether you have got the right question paper.

- 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. The \_\_\_\_\_ concept rests on four pillars : target market, customer needs, integrated marketing and profitability.
 

(a) Product	(b) Production
(c) <u>Marketing</u>	(d) Holistic
2. With the help of \_\_\_\_\_ marketers can analyse customer behaviour.
 

(a) <u>Marketing Research</u>	(b) Enterprise
(c) Production Concept	(d) None of these
3. \_\_\_\_\_ is one of the patterns of target market selection.
 

(a) <u>Full market coverage</u>	(b) Half market coverage
(c) Middle market coverage	(d) All of these
4. \_\_\_\_\_ is an element of the Marketing Mix.
 

(a) Profit	(b) <u>Price</u>
(c) Investment	(d) Plan
5. \_\_\_\_\_ is the part of the product that carries information about the product and the seller.
 

(a) Channels	(b) Profit
(c) <u>Label</u>	(d) Decision
6. \_\_\_\_\_ when registered becomes a trademark.
 

(a) <u>Brand</u>	(b) Product
(c) Patent	(d) Copyright
7. In \_\_\_\_\_ distribution system, two or more firms at the same level come together for marketing purpose.



- (a) Horizontal (b) Multi-Channel  
 (c) Multi-Level (d) None of these
8. \_\_\_\_\_ includes tools like discounts, coupons, free samples, etc. used to stimulate demand.  
 (a) Public Relations (b) Sales Promotion  
 (c) Supply (d) Publicity
9. \_\_\_\_\_ is one of important steps in personal selling.  
 (a) Blurring (b) Prospecting  
 (c) Reporting (d) Mentoring
10. Ethics is a branch of \_\_\_\_\_ which is concerned with human conduct.  
 (a) Physiology (b) Psychology  
 (c) Philosophy (d) Sociology
11. \_\_\_\_\_ marketing makes use of electronic devices such as computer.  
 (a) Digital (b) Green  
 (c) Rural (d) Traditional
12. \_\_\_\_\_ is/are main factors contributing to the success of brands in India.  
 (a) Unique Selling Proposition (b) Innovation  
 (c) Consistency (d) All of these

**Q.1 (B) State whether following statements are true or false: (Any Ten)**  
 (10)

1. Co-ordinating is a very important function of Marketing. - *False*
2. Marketing Research is increasing the gap between the producers and consumers. - *False*
3. Data warehousing is one of the techniques in Customer Relationship Management. - *True*
4. Brands should be repositioned frequently. - *False*
5. Odd pricing is also called psychological pricing. - *True*
6. Label acts as a silent salesman. - *True*
7. Direct channel of distribution involves intermediaries to sell goods to final consumers. - *False*
8. Packaging helps in promotion of goods. - *True*
9. Sales Planning involves setting sales targets. - *True*
10. The consumer organisations create awareness about consumer rights. - *True*
11. Green Marketing contributes to the betterment of public health. - *True*
12. Over spending on promotion can lead to failure of brand. - *True*

*Note : Students need not write the statements, but only write the answers for fill in the blanks and True / False in proper sequence. This will help to reduce time and stationery. Also, this facilitates easy assessment.*

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

- (a) How strategic marketing differs from traditional marketing ? Explain.
- (b) Discuss the various components of Marketing Information System.
- (c) Explain in detail any two factors influencing consumer behaviour.

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

- (a) Describe the management of different stages of Product Life Cycle.
- (b) What is Packaging ? Explain the essentials of a good packaging.
- (c) Explain the various factors affecting pricing.

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

- (a) Explain the different types of traditional Channels of Distribution.
- (b) What is Promotion ? Explain the important elements of Promotion-mix ?
- (c) Discuss the components of Sales Management.

**Q.5 Answer any two of the following : (15)**

- (a) Explain the competitive strategies of Market Leaders and Market Followers.
- (b) What are the features of Indian Rural Market ?
- (c) Elaborate various careers in marketing in 21st century.

**Q.6 Write short notes on any four of the following : (20)**

- (a) Importance of Marketing
- (b) Bases of Market Segmentation
- (c) Strategies of Product Planning
- (d) Integrated Marketing Communication
- (e) Unethical Practices in Marketing
- (f) Factors Contributing to Success of a Brand