

Mar 2023

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 assumes that customers will prefer those products which are produced on a large scale, widely available and at low cost.
a) Exchange ~~b) Product~~
c) Societal d) Production

2. Observation is an important method of data _____.
a) Analysis b) Interpretation
~~c) Collection~~ d) Sorting

3. When product performance is more than customer expectation, it results in Customer _____.
a) Satisfaction ~~b) Delight~~
c) Dissatisfaction d) Frustration

- 4. The company withdraws weaker brands instage of product life cycle.
a) Introduction b) Growth
c) Maturity ~~d) Decline~~

5. _____ refers to the speed at which marketing decisions and actions are taken.
~~a) Pace~~ b) Process
c) Productivity d) Publicity

- 6. Branding is a component of _____.
a) Product b) Price
~~c) Promotion~~ d) Physical distribution

- 7. _____ is defined as "Any paid form of non-personal presentation and promotion of ideas, goods and services by an identified sponsor".
a) Personal Selling b) Sales Promotion
c) Direct Marketing ~~d) Advertising~~

8. Integrated Marketing communication is a _____ approach of communication.
~~a) Diversified~~ b) Occasional
c) Scattered d) Unified

9. _____ channel is also called as 'Zero Level' channel.
a) ~~Direct~~ b) Indirect
c) Multi-level d) All of these
10. When the nicher produces only one product, they are known as _____
a) Channel specialist b) ~~End-user Specialist~~
c) Product specialist d) Geographic specialist
11. Rural customers are _____
a) Demanding b) ~~Price sensitive~~
c) Aware d) Literate
12. _____ is a big challenge to modern marketers.
a) Happy customers b) Delighted customers
c) Satisfied customers d) ~~Retaining customers~~

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

- T 1. The term Selling and Marketing are synonymous.
- T 2. Marketing Information System is future oriented.
- T 3. Data mining is a technique of product positioning..
- T 4. A warranty is a guarantee or assurance from the manufacturer that the product will perform as stipulated.
- T 5. The cost of the package should be reasonable.
- F x 6. Survival objective is irrelevant while deciding the price of a newly launched product.
- F x 7. Consumer promotional tools are those tools which are directed towards intermediaries.
- T 8. Direct channel of distribution is a contemporary form of distribution.
- F x 9. Prospecting is the last stage in personal selling process.
- F x 10. Digital marketing emerged in the year 1960
- T 11. Position defense is a marketing strategy where a firm launches a new product before the competitor
- F x 12. Green Marketing refers to selling agricultural products.

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

- a) ~~Discuss~~ Discuss the difference between Traditional Marketing and Strategic Marketing.
- b) ~~What is~~ What is Marketing Research? Explain its features.

c) What do you mean by Market Segmentation? Discuss the bases of Market Segmentation.

Q.No.3 Answer ANY TWO of the following: (15)

- a) What are the components of Branding?
- b) Explain essentials of a Good Package.
- c) What is pricing? State different factors influencing pricing.

Q.No.4 Answer ANY TWO of the following (15)

- a) What is Supply Chain Management (SCM)? What are the components of SCM?
- b) What is meant by Integrated Marketing Communication (IMC)? Describe the scope of IMC.
- c) Discuss the emerging trends in selling.

Q.No.5 Answer ANY TWO of the following: (15)

- a) What are the unethical practices in Marketing?
- b) What is Green Marketing? explain its importance.
- c) Describe the various career options in Marketing.

Q.No.6 Write short Notes (ANY FOUR) (20)

- a) Features of Marketing
- b) Components of Marketing information System
- c) Product Life Cycle
- d) Challenges in Service Positioning
- e) Contemporary Distribution Channels
- f) Rural Marketing.
