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[Time: 3 Hours]

[Marks: 100]

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**.

1. (A) Select the most appropriate answer from the options given below (Any Ten) (10)

- 1) \_\_\_\_\_ concept of Marketing aims at making the product widely available.
  - a) Production
  - b) Exchange
  - c) Relationship
  - d) Holistic
- 2) \_\_\_\_\_ is one of components of Marketing Information System.
  - a) Marketing Mission
  - b) Marketing Channel
  - c) Marketing Mix
  - d) Marketing Intelligence
- 3) Usage rate is one of the bases of Market \_\_\_\_\_.
  - a) Channel
  - b) Distribution
  - c) Segmentation
  - d) None of these
- 4) During \_\_\_\_\_ stage, the product is launched in the market.
  - a) Introduction
  - b) Growth
  - c) Maturity
  - d) Decline
- 5) \_\_\_\_\_ is a strategy when a firm uses an existing brand name to introduce a product in a different product category.
  - a) Brand Extension
  - b) Brand Positioning
  - c) Brand Equity
  - d) Brand Deletion
- 6) \_\_\_\_\_ internal factor influences pricing of the product.
  - a) Demand
  - b) Cost
  - c) Competition
  - d) Consumer
- 7) Manufacturer to customer distribution channel is called as \_\_\_\_\_.
  - a) Zero- level Channel
  - b) Multi-Level Channel
  - c) Two- level Channel
  - d) None of these
- 8) \_\_\_\_\_ is one of the elements of promotion.
  - a) Transport
  - b) Warehousing
  - c) Packaging
  - d) Logistics
- 9) \_\_\_\_\_ is a step in personal selling.
  - a) Prospecting
  - b) External Environment
  - c) Internal Environment
  - d) Perception
- 10) Consumer organizations assist individual customers in \_\_\_\_\_.
  - a) Legal matters
  - b) Brand Selection
  - c) Product selection
  - d) None of these



