TUBCOM Seron- I / ATKI (100 marks) 24/05/2019

Paper / Subject Code: 23114 / Commerce V

[Time:	3	Ho	urs	l
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[Marks: 100]

Please check whether you have got the right question paper.

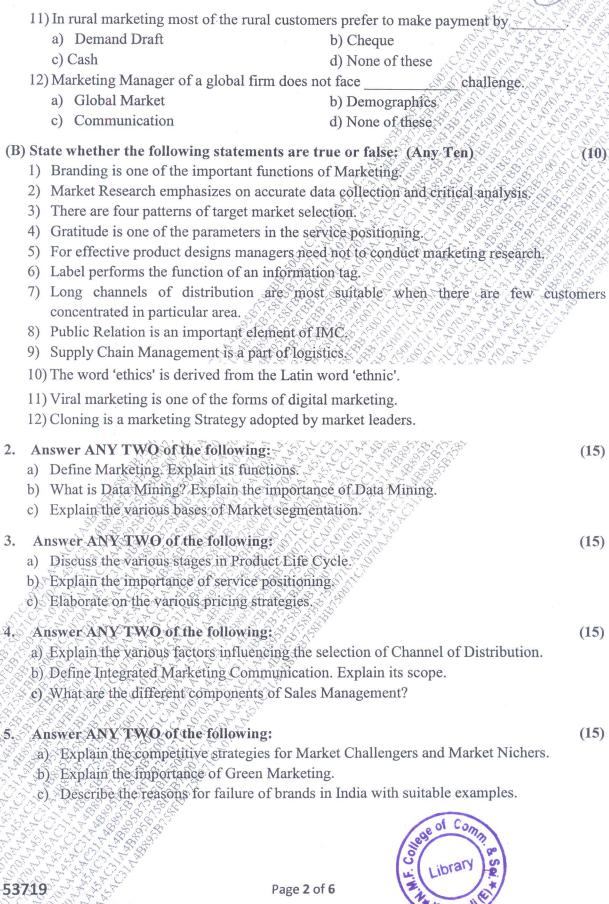
N.B. 1. All questions are compulsory.

2. Figures to the **right** indicate **full marks**.

1)	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 Ma	rket & Color		
	a) Channel	b) Distribution		
	c) Segmentation	d) None of these		
)	During stage, the p	roduct is launched in the market.		
	a) Introduction	b) Growth		
	c) Maturity	d) Decline		
i)		n a firm uses an existing brand name to introduce a		
-	product in a different product categor			
	a) Brand Extension	b) Brand Positioning		
	a) Brand Extensionc) Brand Equity	d) Brand Deletion		
5)	internal factor influ	nences pricing of the product.		
	a) Demand	b) Cost		
	c) Competition	d) Consumer		
7)	Manufacturer to customer distributi	on channel is called as		
	a) Zero- level Channel	b) Multi-Level Channel		
	c) Two-level Channel	b) Multi-Level Channel d) None of these		
3)	is one of the elemen			
30.3	a) Transport	b) Warehousing		
	c) Packaging	d) Logistics		
9)	is a step in personal s	elling.		
0,45	a) Prognacting	b) External Environment		
	c) Internal Environment	d) Perception		
10)	c) Internal Environment Consumer organizations assist indiv	vidual customers in		
5	a) Legal matters	b) Brand Selection		
10		d) None of these		

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(20)

- 6. Write short notes on ANY FOUR of the following:
 - a) Strategic Marketing V/s Traditional Marketing
 - b) Market Targeting.
 - c) Packaging.
 - d) Skills required for effective selling.
 - e) Unethical practices in Marketing.
 - f) Careers in Marketing.



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