

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. Answer **any two** of the following: 15
 - a) Define Marketing. Explain the functions of Marketing.
 - b) What is Strategic Marketing Management? How is it different from Traditional Marketing Management? Explain.
 - c) What is Ethics in Marketing? Explain the importance of Ethics in Marketing.

2. Answer **any two** of the following. 15
 - a) Define Marketing Research. Discuss the features of Marketing Research.
 - b) What is Consumer Behaviour? Describe the factors influencing Consumer Behaviour.
 - c) Explain the term Product Positioning. What is its significance in Marketing?

3. Answer **any two** of the following: 15
 - a) Explain the term Marketing Mix. What are the various elements of Marketing Mix.
 - b) What is Brand Extension? Discuss the advantages of Brand Extension.
 - c) What is Pricing? Explain the factors affecting Pricing decision.

4. Answer **any two** of the following: 15
 - a) Explain the meaning of Physical Distribution What are the components of Logistics?
 - b) Explain the term Direct Marketing. What are the various forms of Direct Marketing?
 - c) What is Publicity? Explain the features of Publicity.

5. (A) Fill in the blanks by choosing the appropriate option given below. 5
 - i) Customer Relationship Management leads to _____.

a) Market segmentation	b) Brand loyalty
c) Product Positioning	d) None of these
 - ii) Marketing Decision Support System is a component of _____.

a) Marketing Research	b) Consumer Research
c) Marketing Information System	d) Consumer Behaviour
 - iii) Demography refers to study about different aspects of _____.

a) Population	b) Personality
c) Culture	d) Behaviour
 - iv) At the Introductory stage of the Product Life Cycle, the objective of Advertising is to _____.

a) Remind about the product	b) Clear Stock
c) Enhance Brand Equity	d) Create awareness
 - v) Advertising is _____ form of Promotion.

a) Paid	b) Unpaid
c) Positive	d) Negative

Turn Over

- (B) State whether the following statements are **True** or **False**. 5
- i) According to Selling Concept of Marketing, customers will prefer products that are widely available.
 - ii) Marketing Information System is a component Marketing Research.
 - iii) Repeat purchase by a satisfied customer is called as Brand Equity.
 - iv) Public Relations builds company's image.
 - v) Life style is an element of Psychographic Segmentation.
- (C) Match the following: 5
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|---------------------------------------|--|
| 1) Green Marketing | a) Product identification |
| 2) Customer Relationship Management | b) Use of various promotional tools |
| 3) Niche marketing | c) Marketing of products that are environment friendly |
| 4) Labelling | d) Brand Equity |
| 5) Integrated Marketing Communication | e) Targeting Specific Segment |
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