



[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) The _____ concept rests on four pillars: target market, customer needs, integrated marketing and profitability.
 - a) Product
 - b) Production
 - c) Marketing
 - d) Holistic
- 2) With the help of _____ marketers can analyze customer behavior.
 - a) Marketing Research
 - b) Enterprise
 - c) Production concept
 - d) None of these
- 3) _____ is one of the patterns of target market selection.
 - a) Full market coverage
 - b) Half market coverage
 - c) Middle market coverage
 - d) All of these
- 4) _____ is an element of the Marketing Mix.
 - a) Profit
 - b) Price
 - 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) Label
 - d) Decision
- 6) _____ when registered becomes a trademark.
 - a) Brand
 - 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

5. Answer ANY TWO of the following:

(15)

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

6. Write short notes on ANY FOUR of the following:

(20)

- a) Importance of Marketing.
- b) Bases of Market segmentation.
- c) Strategies of product positioning.
- d) Integrated Marketing Communication.
- e) Unethical practices in Marketing.
- f) Factors contributing to success of a brand.

