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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





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11) In rural marketing most of the rural customers prefer to make payment by \_\_\_\_\_

- a) Demand Draft
- b) Cheque
- c) Cash
- d) None of these

12) Marketing Manager of a global firm does not face \_\_\_\_\_ challenge.

- a) Global Market
- b) Demographics
- c) Communication
- d) None of these

(B) State whether the following statements are true or false: (Any Ten) (10)

- 1) Branding is one of the important functions of Marketing.
- 2) Market Research emphasizes on accurate data collection and critical analysis.
- 3) There are four patterns of target market selection.
- 4) Gratitude is one of the parameters in the service positioning.
- 5) For effective product designs managers need not to conduct marketing research.
- 6) Label performs the function of an information tag.
- 7) Long channels of distribution are most suitable when there are few customers concentrated in particular area.
- 8) Public Relation is an important element of IMC.
- 9) Supply Chain Management is a part of logistics.
- 10) The word 'ethics' is derived from the Latin word 'ethnic'.
- 11) Viral marketing is one of the forms of digital marketing.
- 12) Cloning is a marketing Strategy adopted by market leaders.

2. Answer ANY TWO of the following: (15)

- a) Define Marketing. Explain its functions.
- b) What is Data Mining? Explain the importance of Data Mining.
- c) Explain the various bases of Market segmentation.

3. Answer ANY TWO of the following: (15)

- a) Discuss the various stages in Product Life Cycle.
- b) Explain the importance of service positioning.
- c) Elaborate on the various pricing strategies.

4. Answer ANY TWO of the following: (15)

- a) Explain the various factors influencing the selection of Channel of Distribution.
- b) Define Integrated Marketing Communication. Explain its scope.
- c) What are the different components of Sales Management?

5. Answer ANY TWO of the following: (15)

- a) Explain the competitive strategies for Market Challengers and Market Nichers.
- b) Explain the importance of Green Marketing.
- c) Describe the reasons for failure of brands in India with suitable examples.





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.

(20)

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