

FUBMS UV / POM / 128

Q.P. Code : 08060

[Marks:75]

[Time: 2½ Hours]

Please check whether you have got the right question paper.

N.B: 1. All questions are compulsory.

- Q.1 A State TRUE or FALSE - Answer (any 08)
- 1 Marketing helps to generate employment opportunities.
 - 2 Firms have more control on macro environment than micro.
 - 3 The purpose of Customer Relationship Management (CRM) is to retain customers.
 - 4 Marketing Information System (MIS) acts as data bank for the marketers to prompt decision making.
 - 5 Physical distribution creates time and place utility.
 - 6 Marketing mix variables need not be interlinked with one another.
 - 7 E-Marketing is cost effective.
 - 8 Buzz marketing involves cultivating opinion leaders to spread messages.
 - 9 In demographic segmentation, variables such as state, cities and villages are used to segment the market.
 - 10 Marketing through Twitter and Facebook is Social Media Marketing.

B Match the following - Answer (any 07)

a) Micro Environment	i) Sequence of stages from introduction to decline
b) Test Marketing	ii) Socio Cultural factors
c) B2C Marketing	iii) Social responsibility towards society
d) Salesmanship	iv) Marketing of products to businesses for use in production
e) Macro Environment	v) Transaction of products between customers
f) Product Life Cycle (PLC)	vi) Internal environment
g) B2B Marketing	vii) Extending an Existing Brand name
h) Societal Marketing	viii) Check effectiveness of marketing campaign
i) C2C Marketing	ix) Personal Selling
j) Brand extension	x) Transaction of products between company and consumer

- Q.2 a What do you mean by marketing? Explain its scope
- b Distinguish between marketing and selling

OR

- P Explain the concepts
- i. Product concept
 - ii. Exchange concept
 - iii. Marketing concept
 - iv. Holistic marketing
- q Discuss the four Cs of marketing

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- Q. 3 a. Discuss the elements of micro environment of business 8
b. Write a detailed note on "PEST Analysis". 7
OR
p. What do you mean by Marketing Information System (MIS)? Explain its features 8
q. Explain the need and importance of product research 7
- Q. 4 a. Discuss the Product Life Cycle in detail 8
b. "Packaging is a silent salesman" Comment 7
OR
p. What is a distribution channel? Suggest with reasons, suitable distribution channel for the following products: 8
i. Bread
ii. Note books
iii. Television
q. Explain the role of advertising in promotion of a product 7
- Q. 5 a. What is segmentation? Explain the need and importance of segmentation 8
b. Discuss the advantages and limitations of internet marketing 7
OR
p. Write Short Notes on (any 3) 15
i. Social Marketing
ii. Targeting
iii. Importance of Relationship Marketing
iv. Marketing Using Social Media
v. Product Positioning
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