

[Time: 2.30 Hours]

[ Marks:75]

Please check whether you have got the right question paper.

- N.B:
1. All questions are compulsory.
  2. Answer to sub-questions must be written together.

Q.1. A. Choose the right answer (Any eight) (8 marks)

1. Marketing is a systematic process of identifying \_\_\_\_\_ needs and wants.  
(customer, dealer, supplier)
2. The \_\_\_\_\_ concept of marketing lays emphasis on conservation of environment  
(marketing, societal, holistic)
3. The \_\_\_\_\_ environment studies human population with reference to its size, density,  
distribution, etc.  
(Demographic, Economic, Political)
4. \_\_\_\_\_ is the process of testing the feasibility of the new product before  
commercialization. (MIS, Test marketing, Branding)
5. The starting point of all marketing activities is \_\_\_\_\_ (price, product, place)
6. \_\_\_\_\_ is not a stage in Product life cycle (Growth, Decline, Continuity)
7. Brand \_\_\_\_\_ involves purchasing brand repeatedly over a period of time. (Loyalty,  
association, awareness)
8. \_\_\_\_\_ refers to subdividing a larger market into small markets.  
(Market Segmentation, Niche Marketing, Marketing research)
9. \_\_\_\_\_ is an important element of behavioural segmentation.  
(Buying Motives, Gender, Region)
10. Positioning gives the product \_\_\_\_\_ (USP, PSU, UPS)

Q.1.B. State whether the following statements are True or False (Any Seven) (7 marks)

- a. Marketing facilitates satisfaction of human wants.
- b. Price mix includes discounts.
- c. A stable environment is very much necessary for business growth.
- d. Marketing is influenced only by micro environmental factors.
- e. Marketing research includes only consumer research.
- f. The variables in marketing mix are independent of each other.
- g. Generally, at growth stage, advertising is undertaken to create awareness
- h. PLC resembles human life cycle
- i. Target market should be adequately profitable.
- j. Under product user strategy, a product is associated with a user.

Q2. a. What do you mean by marketing? Discuss its functions (8 marks)

b. Discuss the 4C's of marketing (7 marks)

OR

- Q2. c. Explain the concepts: (8 marks)
- i. Production concept
  - ii. Product concept
  - iii. Selling concept
  - iv. Relationship Concept

- d. Discuss the factors affecting consumer behavior (7 marks)

- Q3. a. Explain the factors in the micro environment of business (8 marks)

- b. What do you mean by marketing environment? Explain the features (7 marks)

OR

- Q3. c. Discuss any two types of marketing research (8 marks)

- d. What do you mean by MIS? Discuss its importance (7 marks)

- Q4. a. Discuss the various levels of a product (8 marks)

- b. "Sometimes new products fail in the market" Comment (7 marks)

OR

- Q4. c. Explain the steps in new product development (8 marks)

- d. Explain the product life cycle in detail (7 marks)

- Q5. a. What is segmentation? Discuss its importance (8 marks)

- b. Discuss the types of targeting (7 marks)

OR

- Q5. Short Notes (Any three) (15 marks)

- i. Objective of pricing
- ii. Importance of branding
- iii. Social Marketing
- iv. Advantages of e-marketing
- v. Limitations of internet marketing