

Duration: - 2 ½ Hours

75

Marks :-

Note:- All Questions are Compulsory.

Figures to the right indicate full marks.

Q1. A) State whether the following statements are True or False:-

(8M)

CO1, CO2, CO3 (R,U,AP)

- 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 a data bank for marketers to prompt decision making.
- 5) Physical distribution creates time & place utility.
- 6) Marketing mix variables need not be inter linked with one another.
- 7) E -Marketing is cost effective.
- 8) In demographic segmentation variables such as state, cities and villages are used to segment the market.

Q1. B) Match the following:-

(7M)

CO1, CO2, CO3 (R,U,AP)

## Group A

## Group B

- |                       |   |
|-----------------------|---|
| 1) Micro Environment  | a) Sequence of stages from introduction to decline    |
| 2) Test Marketing     | b) Socio cultural factors                             |
| 3) Salesmanship       | c) Social responsibility towards society              |
| 4) Macro Environment  | d) Transaction of products between customers          |
| 5) Societal Marketing | e) Internal Environment                               |
| 6) B2C Marketing      | f) Check effectiveness of marketing campaign          |
| 7) Brand Extension    | g) Extending an existing brand name.                  |
|                       | h) Personal Selling                                   |
|                       | i) Transaction of products between company & consumer |

Q2. Attempt the following (Either A &amp; B or C &amp; D):

CO1

A) What do you mean by Marketing? Explain its functions?

CO1 (U) (8M)

B) Distinguish between Marketing &amp; Selling?

CO1 (AN) (7M)

OR

C) Explain the concepts:

i) Product Concept

iii) Marketing Concept

ii) Exchange Concept.

iv) Holistic Marketing

CO1 (EV) (8M)

D) Discuss 4P's &amp; 4C's of Marketing?

CO1 (EV) (7M)

**Q3. Attempt the following (Either A & B or C & D):**

**CO2**

A) Discuss elements of Micro Environment of business?

**CO2 (EV) (8M)**

B) What is Consumer Behavior? Discuss factors influencing Consumer Behavior?

**CO2 (EV) (7M)**

**OR**

C) What do you mean by Marketing Information System (MIS)? Explain its features?

**CO2 (U) (8M)**

D) Explain Need and Importance of Product Research?

**CO2 (AP) (7M)**

**Q4. Attempt the following (Either A & B or C & D):**

**CO3**

A) Discuss Product life cycle in Detail?

**CO3 (EV) (8M)**

B) "Packaging is Silent Salesman" state the importance of packaging?

**CO3(AN) (7M)**

**OR**

C) What are the different types of Marketing channels?

**CO2, CO3 (AN)(8M)**

D) Explain role of Advertising in promotion?

**CO2,CO3 (EV) (7M)**

**Q5. Attempt the following (Either A & B or Short Notes):**

**CO1, CO2, CO3**

A) What is Segmentation? Explain its need and importance?

**CO1, CO2, CO3 (U) (8M)**

B) Discuss advantages and limitations of Internet Marketing?

**CO3 (EV)(7M)**

**OR**

C) Write Short Notes for the following: **(Any Three)**

**CO1, CO2, CO3 (R, U) (15M)**

1) Targeting.

2) E Marketing.

3) Importance of Branding.

4) Macro Environment.

5) Skimming & Penetration.

6) Product positioning.

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