

DURATION: - 2½ hrs

62110424

Seat No:- \_\_\_\_\_

MARKS:- 75

Note: - (1) All questions are compulsory.

(2) Figures to the right indicate full marks

(3) Answer to each question must be on a new page

Q.1) A **Choose the Correct Alternatives:-**

CO1,2,3-R,U 8M

- a) Marketing is a systematic process of identifying \_\_\_\_ needs wants.  
a. Dealer b. Customer c. Supplier d. Manager
- b) \_\_\_\_ consists of advertising, sales promotion personal selling etc.  
a. Product Mix b. Place mix c. Distribution Mix d. Promotion Mix
- c) \_\_\_\_ environment is composed of laws government agencies & other groups that influence & control various organisations & individual in society.  
a. Demographic b. Economic c. Political d. Technology
- d) \_\_\_\_ means grouping of data into different categories  
a. Coding b. Classification c. Tabulation d. Editing
- e) The main objective of advertising is to \_\_\_\_  
a. increase sales b. create awareness c. increase profits d. increase market share
- f) \_\_\_\_ strategy requires marketing efforts to be directed at dealers to induce them to promote the product  
a. Push b. Penetration c. Pull d. Sales
- g) \_\_\_\_ indicates the contents of the product  
a. Labelling b. Warranty c. Pricing d. Positioning
- h) The \_\_\_\_ product is the product of the future  
a. Expected b. Potential c. Augmented d. Core

Q1. B) **State Whether true or false:-**

CO1,2,3-R,U 7M

1. Marketing is independent of other functional areas in the organisation.
2. Marketing is undertaken to sell goods only.
3. Marketing Research is a systematic process to identify & solve marketing problems.
4. The socio cultural elements influence the buying decisions of the members of a society.
5. A company adopts the same marketing mix for all products.
6. The direct channel of distribution is also known as zero level marketing channel.
7. Product positioning means placing the product in the market.

Q.2) **Answer the following:-**

- a) Define Marketing. Explain its features. CO1R,U 8M
- b) Distinguish between Marketing & Selling. CO2R,U 7M

**OR**

- c) Explain Advantages of marketing to business firm. CO1R,U 8M

- d) Explain orientation of firm. CO2R,U 7M
- Q.3) **Answer the following:-**
- a) Define marketing Research? Explain its features. CO2,3-R 8M
- b) Explain steps in consumer buying process. CO2,3-U 7M
- OR**
- c) Discuss the concept of packing & Packaging. Explain its importance. CO2,3-Apply 8M
- d) Explain various promotion tools. CO2,3-U 7M
- Q.4) **Answer the following:-**
- a) Discuss the stages of product lifecycle. CO2,3-R 8M
- b) Explain meaning & feature of marketing segmentation. CO2,3-U 7M
- OR**
- c) Explain the importance & meaning of product positioning. CO2,3-R 8M
- d) Explain New trends in marketing with reference to Internet, Social & E Marketing. CO2,3-U 7M
- Q5. **Write short notes on:- (Any 3)** CO1,2,3-R,U 15M
1. Social marketing
  2. Pricing strategies
  3. Needs, wants, demands & transaction.
  4. Differentiate between skimming & penetration pricing
  5. Components of MIS
  6. Micro Environment.

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