

Seat Number: - _____

Signature of Supervisor with Date: - _____

[Duration: - 2 ½ Hours]

BM135PMK

[Marks 75]

Note: -

1. All questions are compulsory.
2. Figures to the right indicate full marks.
3. Students will be allowed 15 Minutes extra time per hour.

PART A

Q1. Multiple Choice Questions

(35 marks)

1. Holistic Marketing concept implements marketing _____
a) Policies b) Programmes c) Budget d) Relationship Marketing.
2. Marketing Regulates _____
a. Exchanges b Pricing c. Competition d. Promotion Mix.
3. Marketing Brings Transfer _____ of Goods.
a. Possession b. Place. C Ownership. d. Needs.
4. _____ takes place when existing customers go for repeat purchases and also recommend the brand to others.
a. Brand Equity b. Brand Promotion C. Brand Loyalty d. Brand Image.
5. _____ research covers studying consumer profiles and their buying patterns.
a. Consumer b. Dealer c. Product d. Customer.
6. _____ research includes reviewing product line.
a. Consumer b. Dealer c. Product d. Social
7. A _____ is a set of statistical tools that assist marketing managers to make improved marketing decisions.
a. Marketing Research b. Marketing Intelligence c. Marketing Decision Support System d. MIS.
8. _____ refers to the actions and decisions processes of people who purchase goods and services for personal consumption.
a. Marketing environment b. Marketing research c. Consumer behaviour d. Perception.
9. _____ is the impression, which one forms about a certain situation or object
a. Learning b. Motive c. Perception d. Attitude.
10. Marketing decision support system is an important component of _____
a. MIS b. Marketing Research c. Marketing Environment d. Consumer Behaviour.
11. Psychological factors means _____
a. Physical Surroundings b. Learning c. Attitude d. Income Level.
12. Situational Factors are _____
a. Reference groups b. physical surroundings c. Promotion d. Income level.
13. _____ is the paid form of non personal promotion of ideas, goods and services by an identified sponsor.
a. Publicity b. Public Relations c. Branding d. Advertising.
14. _____ is concerned with managing detailed information about individual customers and all customer touch points.
a. Relationship Management. b. Customer Relationship Management
c. Personal Selling d. Aggressive Promotion.
15. _____ popularized the concept of 4 P's in his book "Basic Marketing"
a. Phillip Kotler b. Jerome Mccarthy c. William Stanton. D. Robert Lauterborn.
16. A _____ can be defined as anything that is offered to the market for attention, acquisition and consumption that can satisfy a need or want
a. Promotion b. Product c. Idea d. Product Mix.
17. A _____ strategy involves marketing efforts- mainly personal selling and trade promotion – directed to intermediaries to induce them to stock and promote the product to end users.
a. Push b. Pull c. Distribution d. Creative.
18. A _____ Marketer discovers and produces solutions which the customers did not ask for but to which they enthusiastically respond.
a. Responsive b. Anticipative c. Creative d Holistic
19. _____ refers to a desire for a product backed by the ability to pay and the willingness to buy that product

- a. Need b. Want c. Demand d. Desire.
20. The exchange of goods or services with or without money is a _____
- a. Transaction b. Transfer c. Satisfaction d. Delight.
21. The _____ concept lays emphasis on conservation of environment.
- a. Marketing b. Societal c. Holistic d. Selling.
22. MIS is dependent on _____
- a. Seasonal Demand b. Quality ,Service, Exchange offers
c. Marketing Research d. Distribution Channels.
23. _____ environment studies human population with reference to its size , density, distribution etc.
- a. Demographic b. Economic c. Political d. Social.
24. _____ takes place when existing customers go for repeat purchases and also recommend the brand to others.
- a. Brand Equity b. Brand Loyalty c. Brand Image. D. Brand Value.
25. _____ refers to subdividing a larger market into smaller markets.
- a. Market Segmentation b. Niche Marketing. c Marketing Research d. Product Positioning.
26. Market Segmentation is the _____ activity of a marketer.
- a. Primary b. Secondary c. Tertiary d. Quarterly
27. In _____ segmentation, Consumers are classified on the basis of lifestyle and personality traits.
- a. Psychographic b. Demographic c. Geographic d. Sociographic.
28. _____ involves deciding on the potential market segments on the basis of its attractiveness that the company wishes to focus upon.
- a. Segmentation b. Targeting. C Positioning d. Branding.
29. _____ Encourages Consumers to buy more quantities.
- a. Advertising b. Salesmanship C. Promotion d. Branding.
30. _____ is the act of marketing goods or services to potential customers over the telephone.
- a. Telemarketing b. Internet Marketing c. Social Marketing d. Viral Marketing.
31. _____ is the planning and implementation of programs designed to bring about social change.
- a. Social media Marketing b. Social Marketing c. Viral Marketing d. Holistic Marketing.
32. Product positioning involves _____
- a. Creating small segments b. Solving specific problems.
C. Distinct Product Image. D. Placement of Product.
33. Marketing Creates _____ utility
- a. Price b. Industry c. Form d. Customer.
34. In _____ Marketing Promotion mix Components are carefully coordinated.
- a. Performance b. Internal c. Integrated. d Test Marketing.
35. _____ is a highly risky decision area.
- a. Customer Communication b. Customer Cost c. Customer Benefit d. Customer Profitability

Answer Sheet for Multiple Choice Questions

Q. No.	Ans.	Q. No.	Ans.	Q. No.	Ans.	Q. No.	Ans.	Q. No.	Ans.
1		8		15		22		29	
2		9		16		23		30	
3		10		17		24		31	
4		11		18		25		32	
5		12		19		26		33	
6		13		20		27		34	
7		14		21		28		35	

Marks Obtained: - _____

Signature of the Examiner: - _____

[Duration: - 2 ½ Hours]

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[Marks 75]

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PART B

Q2, Answer the Following (Any One)

10 Marks

1. Discuss Features of Marketing.
2. What is meant by Holistic Marketing Concept? Explain its components.
3. What do you mean by Marketing Environment? Explain its features.

Q3. Answer the Following (Any One)

10 Marks

1. Explain different pricing strategies.
2. Distinguish between MIS Vs Market Research.
3. Steps in Product Development.

(P.T.O)

[Duration: - 2 ½ Hours]

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Q4. Answer the following (Any One)

10 Marks

1. Explain important positioning strategies.
2. Explain types of Segmentation.
3. Explain new trends in marketing with reference to E Marketing, Internet Marketing and Marketing using social network.

Q5. Write Short Note (Any One)

10 Marks

1. 4 P's of Marketing.
2. Selling VS Marketing
3. Importance of Target Marketing
4. Internet Marketing.

XXXXXXXXXXXXXXXXXXXXXXXXXXXX

Q4. Answer the following (Any One)

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