

Duration: - 2 ½ Hours

Marks :-

75

Note:- All Questions are Compulsory.

Figures to the right indicate full marks.

Q1. A) Fill in the blanks:

CO1, CO2, CO3 (8M)

- 1) Marketing is a systematic process of identifying \_\_\_\_\_ needs and want. CO1 (U)  
{ Customer, Dealer, Supplier, Marketer}
- 2) \_\_\_\_\_ is the paid form of Non personal promotion of ideas, Goods and Services by an identified sponsor. CO3 (R)  
{ Branding, Publicity, Advertising, Sales Promotion}
- 3) The exchange of goods or services with or without money is called \_\_\_\_\_. CO1(R)  
{ Transaction, Transfer, Selling, Satisfaction}
- 4) Marketing decision support system is an important component of \_\_\_\_\_. CO2 (AP)  
{ MIS, Marketing Research, Marketing Environment, Perception}
- 5) At introductory stage of product life cycle advertising is undertaken to \_\_\_\_\_. CO2(R)  
{ Create awareness, Sell the product, Remind the customer, Push the product in the Market}
- 6) The starting point of all marketing activities is \_\_\_\_\_. CO1(U)  
{ Price, Product, Place, Promotion}
- 7) Positioning gives the product \_\_\_\_\_. CO3(E)  
{ USP, PSU, UPS, MIS}
- 8) \_\_\_\_\_ is not a stage in Product Life Cycle. CO2(R)  
{ Growth, Decline, Maturity, Test Marketing}

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

CO1, CO2, CO3 (AP) (7M)

- 1) Marketing facilitates satisfaction of Human wants.
- 2) Stable Marketing Environment is very much necessary for business growth.
- 3) Marketing research includes only consumer research.
- 4) The variables in marketing mix are independent of each other.
- 5) PLC resembles Human Life Cycle.
- 6) Internet marketing is also referred to as online marketing.
- 7) MIS is a onetime activity.

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

CO1

A) Explain the features and advantages of marketing to business firms?

CO1 (E) (8M)

B) Explain 4P's of Marketing?

CO1 (E) (7M)

OR

C) Discuss the core concepts of Marketing with reference to Needs, Wants, Demands & Transactions?

CO1 (U) (8M)

D) Distinguish between Marketing & Selling?

CO1 (AP) (7M)

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

CO2

A) Discuss various components of Macro Environment that influence marketing decisions of a firm?

CO2 (AN) (8M)

B) Explain different types of Marketing Research?

CO2 (R) (7M)

**OR**

C) Distinguish between MIS & Marketing Research?

CO2 (AP) (8M)

D) Explain the steps in Consumer buying process?

CO2 (EV) (7M)

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

CO3

A) Define Marketing Mix? Explain the elements of Marketing Mix?

CO3 (AN) (8M)

B) What is Branding? State its role?

CO3 (AN) (7M)

**OR**

C) What are the different Pricing Strategies?

CO2 (AN) (8M)

D) Explain various Promotion Tools?

CO2 (EV) (7M)

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

CO1, CO2, CO3

A) What is Segmentation? State the bases of segmentation?

CO3 (AN) (8M)

B) What is positioning? State its importance?

CO3 (R) (7M)

**OR**

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

CO1, CO2, CO3 (R,U,AP,AN) (15M)

1) Advantages of E Marketing.

2) Objective of Pricing.

3) Social Marketing.

4) Targeting

5) Relationship Marketing

6) Types of Marketing Channels

XXXXXXXXXXXXXXXX