

M.G.

April-16

M.M

TYBCom VI sem

**QP Code : 18319**

(2 ½ Hours)

[ Total Marks : 75

- N.B. : (1) All questions are compulsory  
(2) Figures to the right indicate full marks.

1. Answer **any two** of the following :

- (a) What is a middleman? Discuss the various types of Agent middlemen in the distribution of goods. 15  
(b) What is logistics? Explain its components.  
(c) Define online retailing. Outline briefly any three successful online retailers in India.

2. Answer **any two** of the following :

- (a) Describe the objectives of marketing communication 15  
(b) Elucidate the factors affecting promotion mix decision.  
(c) "The role of social media in marketing communication is very crucial". Comment

3. Answer **any two** of the following

- (a) With respect to high and low involvement products, explain the steps in the consumer behaviour process. 15  
(b) Elaborate the Environment and organisational factors affecting organisational buying behaviour.  
(c) Explain, how consumer buying behaviour is different from the organizational buying behaviour?

4. Answer **any two** of the following :

- (a) Discuss the strategies for managing service quality and productivity. 15  
(b) Briefly describe the rural market scenario in India  
(c) What is rural marketing? Elucidate the challenges faced by marketers in rural India

5. (a) Fill in the blanks with the help of appropriate option :

- (i) \_\_\_\_\_ takes possession of products but do not own them for the transfer of title to the merchandise. 5  
(a) Agent (b) Manufacturer  
(c) Functional middleman (d) None of these

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- (ii) \_\_\_\_\_ intend to draw customer's attention towards products near the checkout counters.
- (a) Point of Purchase (b) Publicity  
(c) Personal selling (d) Direct marketing
- (iii) In \_\_\_\_\_, buying activity is more formalized.
- (a) Customer buying (b) Organizational buying  
(c) Individual buying (d) All of these
- (iv) \_\_\_\_\_ is /are the features of the services.
- (a) Intangible (b) Inseparable  
(c) Inconsistent (d) All of these
- (v) \_\_\_\_\_ can be used for regular sell of products in the rural markets.
- (a) Village melas (b) Events  
(c) Malls (d) None of these

- (b) State whether the following statements are 'True' or 'False' :
- (i) E-marketing has no challenges in India.  
(ii) Budget is not a constraint for designing promotional mix.  
(iii) Post purchase action of customer is not important for marketers.  
(iv) Cultural values influence rural customer buying behaviour more than the urban customer  
(v) High involvement products are priced lower.

- (c) Match the following
- 'A'

- (1) Indian Online retailer  
(2) Guerilla marketing  
(3) Routine purchases  
(4) Physical evidence  
(5) Window display

'B'

- (a) Straight rebuy  
(b) Marketing mix of services  
(c) Elements of promotion  
(d) amazon.com  
(e) Visual merchandising  
(f) Test marketing  
(g) jabong.com