

Q.P. Code :04053

[Time: 2½ Hours]

[ Marks:75 ]

Please check whether you have got the right question paper.

- N.B:
1. Attempt all questions.
  2. Figures to right indicate full marks.

1. **Answer any two of the following.** (15)
  - a. Explain the following concept of types of middlemen.  
i) Broker ii) Commission agent iii) Forwarding agent iv) Pure wholesale v) Factor
  - b. Define Logistics. State its important component in marketing.
  - c. Write in brief various successful online retailers in India.
2. **Answer any two of the following.** (15)
  - a. What are the various factors affecting promotion mix of the company.
  - b. Explain the significance of social media in marketing.
  - c. Describe the objectives of marketing communication.
3. **Answer any two of the following.** (15)
  - a. What are the steps involved in consumer buying process?
  - b. Explain how consumer buying process is different from organizational buying process.
  - c. Elaborate on factors affecting organizational buying behaviour.
4. **Answer any two of the following.** (15)
  - a. Define services. Elucidate the features of services.
  - b. Explain the service quality gaps and how can you manage service quality gaps?
  - c. Discuss the challenges of marketing in Indian rural market.
5. **A) Fill in the blanks with the suitable option.** (05)
  1. Flipkart is \_\_\_\_\_ online company.  
a) Indian b) Srilankan c) United Kingdom d) None of these
  2. \_\_\_\_\_ Agent is mostly found in agricultural business.  
a) Broker b) Factors c) Commission agent d) None of these
  3. \_\_\_\_\_ removes the middle man from the promotion process.  
a) Sales b) Retailer c) Wholesaler d) Direct marketing
  4. In \_\_\_\_\_ customer requirements in terms of quality or quantity or product specifications change.  
a) Modified rebuy b) Straight rebuy c) Target marketing d) None of these
  5. \_\_\_\_\_ media can be effectively used to promote products in rural India.  
a) Melas b) Puppet show c) Theatre d) All of these

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B) State whether the following statement are True or false.

(05)

1. Online retailers follows store format.
2. Point of Purchase is also called as Point of Sales.
3. High involvement products are higher priced.
4. Broadband connectivity is one of the challenges of Indian rural market.
5. Physical evidence plays an important role in service delivery

c) Match the following:

(05)

- |                          |                                       |
|--------------------------|---------------------------------------|
| 1. Logistics             | a) French Generals                    |
| 2. College aged students | b) Perishable                         |
| 3. Cultural factors      | c) Convenience stores in rural market |
| 4. Services              | d) Traditions                         |
| 5. Small size shops.     | e) Online marketing                   |
|                          | f) Greek Generals-Leon                |
|                          | g) Foreign Market.                    |