

TyBcom (2) / MHRM / 85

Q.P. Code : 22739

( 2½ Hours)

[ Total Marks : 75

- N.B. : (1) All the questions are **compulsory**.  
(2) **Figures** to the **right** indicate **Full Marks**.

1. Answer **any two** of the following : 15
  - (a) Define Marketing. Explain the importance of Marketing.
  - (b) Explain the concept & steps in Event Marketing.
  - (c) Elaborate on the challenges before Marketing Manager in changing business environment.
  
2. Answer **any two** of the following. 15
  - (a) Define Marketing Information System. Explain its features.
  - (b) What is Market Segmentation? Explain its importance.
  - (c) Elaborate the Product Positioning Strategies.
  
3. Answer **any two** of the following : 15
  - (a) Explain the concept & components of Marketing Mix.
  - (b) What is Product Line? Explain the stages of Product Life Cycle.
  - (c) Explain the Pricing Strategies.
  
4. Answer **any two** of the following : 15
  - (a) Describe the types of Distribution Channels.
  - (b) Explain the concept & elements of Promotion.
  - (c) What is Integrated Marketing Communication. Explain its features.
  
5. (a) Fill in the blanks by choosing the appropriate options given below : 5
  - (1) \_\_\_\_\_ concept of Marketing assumes that customers will prefer those products which are aggressively promoted.
    - (a) Selling
    - (b) Production
    - (c) Product
    - (d) Exchange
  - (2) Problem of payment is a disadvantage of \_\_\_\_\_ Marketing.
    - (a) Social
    - (b) Green
    - (c) Event
    - (d) Internet

TURN OVER

(3) \_\_\_\_\_ involves gathering, recording, analysing data about specific marketing problem.

- (a) Marketing Information System
- (b) Marketing Research
- (c) Marketing
- (d) Market Segmentation

(4) \_\_\_\_\_ is a process of extending an existing brand name to other product.

- (a) Brand Image
- (b) Brand Extension
- (c) Brand Equity
- (d) Branding

(5) A \_\_\_\_\_ provides specialized services in all of their supply chain management functions.

- (a) Horizontal Marketing System
- (b) Third Party Logistics
- (c) Multi-Level Marketing
- (d) Multi-Channel Marketing

(b) State whether the following statements are **True** or **False** :

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- (1) Social Marketing promotes green marketing.
- (2) Purchase decision is the first step in consumer buying behaviour.
- (3) Life-style is an important element of demographic segmentation.
- (4) Product modification strategy involves no changes in the product.
- (5) Tele marketing is a form of Direct Marketing.

(c) Match the following :

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Group 'A'	Group 'B'
(1) CRM	(a) AVON company
(2) Packing	(b) Customer's touch points
(3) Break Even Pricing	(c) Re-use value
(4) Multi-Level Marketing	(d) Brand Ambassadors
(5) Public Relations	(e) No Profit No Loss

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