

TIME : 3 HRS.

(TOTAL : 100 MARKS)

1. ALL QUESTIONS ARE COMPULSORY.
2. MARKS ARE INDICATED AGAINST EACH QUESTION

1. (A) Select the most appropriate answer from the options given below (ANY TEN)(10)

1. _____ concept of marketing assumes that customers will prefer those products which are aggressively promoted.
 - a) Selling
 - b) Production
 - c) Exchange
 - d) Societal
2. _____ involves gathering, recording, analysing data about specific marketing problems.
 - a) Marketing Mix
 - b) Marketing Information System
 - c) Marketing Research
 - d) Market Segmentation
3. _____ segmentation is done on the basis of usage rate, user status, loyalty pattern and buying motives.
 - a) Geographic
 - b) Demographic
 - c) Behavioral
 - d) Sociographic
4. _____ refers to protective covering of the product used in safely handling goods.
 - a) Packing
 - b) Branding
 - c) Positioning
 - d) Product Safety
5. _____ is the internal factor affecting Pricing
 - a) Consumers
 - b) Quality
 - c) Competition
 - d) User
6. _____ is the effort aimed at creating and maintaining in the mind of target customers the intended image for the brand, relative to other brands.
 - a) Name Positioning
 - b) Product Life Cycle
 - c) Product Positioning
 - d) Customer Relationship Management
7. Advertising enables to counter claims of the _____ products.
 - a) Suppliers'
 - b) Competitors'
 - c) Customers'
 - d) Society's
8. _____ is one of the components of Sales Management.
 - a) Consumer Survey
 - b) Warehousing
 - c) Packaging
 - d) Performance Appraisal

9. _____ is the personal communication of information, to persuade someone to buy something.
- a) Personal Selling b) Sales Promotion
c) Direct Marketing d) Advertising
10. Recycling is an example of _____
- a) Consumer Protection b) Corporate Image
c) Green Marketing d) Distribution Management
11. Rural Markets are highly _____
- a) Scattered b) Polarised
c) Categorized d) Globalised
12. A diverse product portfolio reduces _____ for the marketers
- a) Profit b) Sales
c) Risk d) Competitiveness

(B) State whether the following statements are True OR False: (ANY TEN) (10)

1. Strategic Marketing Management emphasizes on Customer Satisfaction.
2. Marketing Research is not applied research.
3. Market Segmentation refers to subdividing a larger market into smaller markets.
4. Patenting the product gives exclusive marketing rights for a certain number of years.
5. Charging a comparatively high price while introducing the product is called as skimming the cream pricing strategy
6. Service positioning helps in targeting customers effectively.
7. A zero level channel is one in which there are multiple intermediaries.
8. Advertising is an element of promotion mix.
9. Material handling is an important element of logistics
10. Attacking the competitor directly is called as Flank attack
11. Product testing is a strategy to expand market share.
12. In a competitive market the product life cycle is short.

Q.No.2 Answer ANY TWO of the following: (15)

- a) What is Marketing? Explain its importance.
- b) What is Marketing Information System? Explain its components.

c) What do you mean by Customer Relationship Management? Discuss its techniques.

Q.No.3 Answer ANY TWO of the following:

(15)

- a) Explain different product decision areas that a firm needs to handle.
- b) Explain the challenges in Service positioning.
- c) State various pricing strategies in detail.

Q.No.4 Answer ANY TWO of the following:

(15)

- a) Define the concept of Physical Distribution. explain the contemporary channels of distribution
- b) Define Promotion. Explain its importance.
- c) What are the skills required for effective selling.

Q.No.5 Answer ANY TWO of the following:

(15)

- a) Explain the marketing strategies by a follower.
- b) What are the trends in Digital Marketing
- c) Explain the reasons for failure of brands with suitable examples

Q.No.6 Write short Notes (ANY FOUR)

(20)

- a) Functions of Marketing.
- b) Benefits of Market Segmentation.
- c) Branding
- d) Components of Supply Chain Management (SCM).
- e) Integrated Marketing Communication (IMC).
- f) Green Marketing.
