



- (B) State whether the following statements are **True** or **False**. 5
- i) According to Selling Concept of Marketing, customers will prefer products that are widely available.
  - ii) Marketing Information System is a component Marketing Research.
  - iii) Repeat purchase by a satisfied customer is called as Brand Equity.
  - iv) Public Relations builds company's image.
  - v) Life style is an element of Psychographic Segmentation.

- (C) Match the following: 5
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|---------------------------------------|--|
| 1) Green Marketing                    | a) Product identification                              |
| 2) Customer Relationship Management   | b) Use of various promotional tools                    |
| 3) Niche marketing                    | c) Marketing of products that are environment friendly |
| 4) Labelling                          | d) Brand Equity  |
| 5) Integrated Marketing Communication | e) Targeting Specific Segment                          |

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