## TUBCOM CV)/MHRM/4to

[Time: 21/2 Hours]



Q.P. Code: 22740

[ Marks:75]

	Please check whether you have got the right question paper.	N.
	N.B: 1. All questions are <b>compulsory</b> .	A.
	2. Figures to the right indicate full marks.	3
		d
		1 =
	Allowed any two of the following.	15
	a) Define Marketing. Explain the functions of Marketing.	
	b) What is Strategic Marketing Management? How is it different from Traditional	
	Marketing Management? Explain.	
	c) What is Ethics in Marketing? Explain the importance of Ethics in Marketing.	
- 100		15
1.	Answer and two or the tonowing.	10
	a) Define Marketing Research. Discuss the features of Marketing Research.	
	b) What is Consumer Behaviour? Describe the factors influencing Consumer	
	Behaviour. c) Explain the term Product Positioning. What is its significance in Marketing?	
	c) Explain the term Product Positioning. What is its significance in Marketing.	
3	Answer any two of the following:	15
3.	a) Explain the term Marketing Mix. What are the various elements of Marketing Mix.	
	b) What is Brand Extension? Discuss the advantages of Brand Extension.	
	c) What is Pricing? Explain the factors affecting Pricing decision.	
	c) What is a richig. Explain the factors arrecting a remaining	
4.	Answer any two of the following:	1:
	a) Explain the meaning of Physical Distribution What are the components of Logistics?	£
	b) Explain the term Direct Marketing. What are the various forms of Direct Marketing?	ĺ
	c) What is Publicity? Explain the features of Publicity.	
5. (A)	Fill in the blanks by choosing the appropriate option given below.	5
i)	Customer Relationship Management leads to	
	a) Market segmentation b) Brand loyalty	
	c) Product Positioning d) None of these	
· ii)	Marketing Decision Support System is a component of	
	a) Marketing Research b) Consumer Research	
	c) Marketing Information System d) Consumer Behaviour	
iii		
	a) Population b) Personality	
	c) Culture d) Behaviour	
iv	At the Introductory stage of the Product Life Cycle, the objective of Advertising is to	-
	a) Remind about the product b) Clear Stock	
	c) Enhance Brand Equity d) Create awareness	
(V)	Advertising is form of Promotion.	
4	a) Paid b) Unpaid c) Positive d) Negative	
	a) Positive d) Negative	

(B)	State	whether the following statements are True or False.	5
	i)	According to Selling Concept of Marketing, customers will prefer products that are	2
		widely available.	17.4
	(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.	
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(C)	Match	h the following:	5
	1)	Green Marketing a) Product identification	
	2)	Customer Relationship Management b) Use of various promotional tools	
	3)	Niche marketing c) Marketing of products that	ar
		environment friendly	
	4)	Labelling d) Brand Equity	
	5)	Integrated Marketing Communication e) Targeting Specific Segment	
		그 사람들은 사람들은 중요한 사람들이 되었다. 그렇게 그렇게 되었다.	