TY BCONCU)

Paper / Subject Code: 23114 / Commerce V

## [Time: 3 Hours]

[Marks: 100]

40 1

Please check whether you have got the right question paper.

- N.B. 1. All questions are compulsory.
  - 2. Figures to the right indicate full marks.

1. (A) Select the most appropriate answer from the options given below (Any Ten). (10) 1) The concept rests on four pillars: target market, customer needs, integrated marketing and profitability. a) Product b) Production c) Marketing d) Holistic 2) With the help of marketers can analyze customer behavior. a) Marketing Research b) Enterprise c) Production concept d) None of these 3) is one of the patterns of target market selection. a) Full market coverage b) Half market coverage c) Middle market coverage d) All of these is an element of the Marketing Mix. 4) a) Profit b) Price c) Investment d) Plan is the part of the product that carries information about the product and 5) the seller. a) Channels b) Profit c) Label d) Decision 6) when registered becomes a trademark. a) Brand b) Product c) Patent d) Copyright 7) In \_\_\_\_\_\_ distribution system, two or more firms at the same level come together for marketing purpose. a) Horizontal b) Multi-Channel c) Multi-Level d) None of these includes tools like discounts, coupons, free samples etc. used to 8) stimulate demand. a) Public Relations b) Sales Promotion c) Supply d) Publicity 9) is one of important steps in personal selling. a) Blurring b) Prospecting c) Reporting d) Mentoring 53718 Page 1 of 6

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10) Ethics is a branch of	which is concerned with human conduct.
a) Physiology	iennalib) Psychology
c) Philosophy	d) Sociology
11) marketing	makes use of electronic devices such as computer.
a) Digital	b) Green
c) Rural	and the state of the
	ors contributing to the success of brands in India.
그는 것이 같아요. 그는 것이 가지 않는 것 같아요. 가지 못했지? 아름이 있는 것이 가지 못하는 것이 많아요. 가지 않는 것이 같아요. 가지 않는 것이 같아요. 가지 않는 것이 없다.	n de la b) Innovation
c) Consistency	addinated and d) All of these
B) State whether the following sta	tements are true or false: (Any Ten) (10)
1) Co-ordinating is a very impo	
	sing the gap between the producers and consumers.
	e techniques in Customer Relationship Management.
4) Brands should be repositione	
5) Odd pricing is also called ps	AN ANT CONTRACT STOLES AND AN AND CALLED AN AND A CALLED AND AND AND AND AND AND AND AND AND AN
6) Label acts as a silent salesma	and the set of the set
	involves intermediaries to sell goods to final consumers.
8) Packaging helps in promotio	소양 그는 것 같아요. 아님,
9) Sales Planning involves setti	이가 전쟁 전쟁 전쟁 전쟁 전쟁 전쟁 지난 것이 있는 것이 것이 싶다. 것이 있는 것이 있는 것이 있다.
	create awareness about consumer rights.
	to the betterment of public health.
12) Over spending on promotion	
. Answer ANY TWO of the foll	wing: (15)
the second s	ers from traditional marketing? Explain.
	nts of Marketing Information System.
	ors influencing consumer behaviour.
- 2 2 2 2 2 2 2 2 2 <b>2</b> 2 2 2 2 2 2 2 2 2	2. 양동가만 2. 200 A 200 B
Answer ANY TWO of the fol	
	different stages of Product Life Cycle.
	he essentials of a good packaging.
c) Explain the various factors a	fecting pricing.
. Answer ANY TWO of the fol	wing.
1 A A A A A A A A A A A A A A A A A A A	traditional Channels of Distribution. (15)
こうちょう たいてんか ふたか ふくう 多か ふごう こうしょう たい のだくせん しんしょ	the important elements of Promotion-mix?
and what is i romotion. Lypian	are important clements of riomotion-max
c) Discuss the components of S	iles Management

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- 2) With the help of marketers can analyze customer behavior.
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- d) None of these 3)
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  - b) Half market coverage c) Middle market coverage
- d) All of these 4)
- is an element of the Marketing Mix.
- a) Profit b) Price c) Investment
- d) Plan
- is the part of the product that carries information about the product and 5) the seller.
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- when registered becomes a trademark. a) Brand
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- distribution system, two or more firms at the same level come together 7) In for marketing purpose.
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  - d) None of these
- includes tools like discounts, coupons, free samples etc. used to 8) stimulate demand.
  - a) Public Relations c) Supply
- 9)

a) Horizontal

c) Multi-Level

- is one of important steps in personal selling. a) Blurring
  - c) Reporting

b) Prospecting d) Mentoring

d) Publicity

b) Sales Promotion

b) Product

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