

Time : 02 hrs 30 mins

Marks : 75

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

Q1. Answer the following questions (any Two) 15

- a. Define marketing. Explain its importance.
- b. Distinguish between Traditional Marketing Management and Strategic Marketing Management.
- c. Write a note on Green marketing.

Q2. Answer the following questions (any Two) 15

- a. Define Marketing Information System. Discuss its features.
- b. Describe the steps involved in consumer buying decision process.
- c. Explain the various Product Positioning Strategies adopted by the business firm.

Q3. Answer the following questions (any Two) 15

- a. Discuss the stages of product life cycle.
- b. What are the various areas of product related decisions taken by the marketing managers?
- c. State and explain the different objectives of pricing.

Q4. Answer the following questions (any Two) 15

- a. Explain the different distribution channels used for consumer goods.
- b. What is promotion mix? Explain its objectives.
- c. Explain the components of Integrated Marketing Communication.

Q5.A Fill in the blanks choosing the appropriate options given: 05

a. Social media marketing is marketing through _____

- i. Newspaper
- ii. Radio
- iii. Poster
- iv. Facebook

b. _____ data is the data which is not readily available.

- i. Primary
- ii. Secondary
- iii. Marketing
- iv. Outdated

c. _____ gives distinctive and separate identity to the product 3

- i. Selling
- ii. Branding
- iii. Pricing
- iv. Research

d. _____ is an assurance about the quality of a product sold.

- i. Promise
- ii. Warranty
- iii. Statement
- iv. Logo

e. Yellow Pages is an example of _____ marketing.

- | | |
|-------------|-----------------|
| i. Indirect | iii Direct |
| ii. Mass | iv Concentrated |

B State whether the following statements are true or false:

05

- Brand fatigue is a method of introducing new product with the same brand name.
- There is a fixed formula for marketing mix which can be ideal under all situations.
- Zero level channel is also called direct channel of distribution.
- Sales promotions are long term promotional incentives.
- Logistical Packaging facilitates transportation of goods

C Match the columns:

05

Group A

Group B

- | | |
|--------------------------|---------------------------------------|
| 1. Perishable products | a. Stagnant Sales |
| 2. Marketing channels | b. Nestle |
| 3. Maturity Stage of PLC | c. Corporate communication |
| 4. Brand Name | d. Shorter channels preferred |
| 5. Public relations. | e. Non paid form |
| | f. Same price at all markets |
| | g. Time, place and possession utility |
-