

19

Time: 3 Hours

Marks: 100

- 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) _____ is also called as Cause related Marketing
 - a) The Product concept
 - b) The Societal Marketing concept
 - c) The Marketing concept
 - d) The Selling concept
- 2) _____ is the first step in Marketing Research.
 - a) Setting objectives
 - b) Follow up
 - c) Defining the problem
 - d) Creating Research design
- 3) _____ is one of the techniques of CRM.
 - a) Market Segmentation
 - b) Market Domination
 - c) Customer Feedback
 - d) Market targeting
- 4) _____ refers to the set of marketing tools that the firm uses to pursue its marketing objectives in the target market.
 - a) Market Position
 - b) Marketing Mix
 - c) Marketing Research
 - d) Market Coverage
- 5) _____ is the act of creating a distinct place in the minds of the customers.
 - a) Positioning
 - b) Branding
 - c) Pricing
 - d) Labelling
- 6) In _____ pricing strategy, a firm offers the same product to customers at different prices.
 - a) Skimming
 - b) Penetration
 - c) Differentiated
 - d) Follow the leader
- 7) _____ is the form of Multi-level Marketing.
 - a) Pyramid Marketing
 - b) Network Marketing
 - c) Referral Marketing
 - d) All of these
- 8) Integrated Marketing Communication is a _____ activity.
 - a) One time
 - b) Occasional
 - c) Continuous
 - d) Rare
- 9) _____ Marketing refers to catering to specific needs of a small segment of consumers.
 - a) Aggressive
 - b) Niche
 - c) Online
 - d) Digital
- 10) _____ refers to online commerce transactions between customers.
 - a) B2B
 - b) B2C
 - c) C2C
 - d) None of these

11) _____ is not a suitable marketing strategy for Rural Markets.

- a) Syndicated Vans
- b) Banners
- c) Melas and Fairs
- d) Augmented Reality

12) _____ is a strategy by market followers.

- a) Flank defense
- b) Flank attack
- c) Adapter
- d) Pre-emptive defense

(B) State whether the following statements are true OR false: (Any Ten)

(10)

- 1) Test marketing means introducing the product in a small segment of the market.
- 2) Consumer behavior is accurately predictable.
- 3) Selective specialization is also called as Multi-segment market targeting strategy.
- 4) During decline stage, the firm incurs heavy promotional expenditure.
- 5) Strong brand associations lead to high Brand Equity.
- 6) Penetration pricing strategy may be adopted if there is intense competition.
- 7) The terms 'Multi-level Marketing' and 'Multi-channel Marketing' are synonymous.
- 8) Advertising is a non-paid form of sales promotion.
- 9) Data warehousing is one of the components of Sales Management.
- 10) Consumer organizations may provide assistance in legal cases.
- 11) Green Marketing helps firms to build their image.
- 12) Over promotion may lead to brand failures.

2. Answer ANY TWO of the following:

(15)

- a) Define Marketing. Explain its functions in detail.
- b) What is Data Mining? Discuss its significance in Marketing.
- c) Explain the term Market Segmentation? What are the bases of Market Segmentation?

3. Answer ANY TWO of the following:

(15)

- a) What is Branding? Discuss its components.
- b) What do you mean by Service Positioning? Discuss the challenges in Service Positioning.
- c) Explain the factors affecting the pricing of a product?

4. Answer ANY TWO of the following:

(15)

- a) Explain the traditional channels of distribution in Marketing.
- b) Explain the term Promotion Mix. Discuss the elements of Promotion-Mix.
- c) Discuss the process of Personal Selling.

5. Answer ANY TWO of the following:

(15)

- a) Explain the general role of consumer organizations in protecting consumers against unethical practices by marketers.
- b) What is Digital Marketing? Explain the trends in Digital Marketing.
- c) Discuss the skill sets required for effective Marketing.

6. Write short notes on ANY FOUR of the following:

(20)

- a) Marketing Information System
- b) Packaging
- c) Components of Sales Management
- d) Competitive strategies for market challengers.
- e) Brand Equity
- f) Green Marketing