

QP Code : 73941

(2½ Hours)

[Total Marks : 75

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

1. Answer any two of the following :- 15
(a) Define Marketing. Explain the functions of marketing.
(b) What is Digital Marketing? Explain its various forms briefly.
(c) What are the emerging ethical issues in marketing? Explain briefly.
2. Answer any two of the following :- 15
(a) Explain the term Marketing Information System. What are its components?
(b) Define Market Segmentation. What are the factors on the basis of which markets can be segmented?
(c) Explain the factors affecting consumer behaviour.
3. Answer any two of the following :- 15
(a) Explain the importance of Packaging.
(b) What is Branding? Explain the factors influencing branding.
(c) Explain the objectives of Pricing.
4. Answer any two of the following :- 15
(a) What is Physical Distribution? Explain the various types of Distribution Channels.
(b) What is Publicity? Explain its features.
(c) Explain the term Public Relations. Describe the parties in Public Relation.
5. (a) Fill in the blanks by choosing appropriate options given below:- 5
(i) _____ concept of marketing focuses on maximising profits.
(a) Societal (b) Traditional
(c) Relationship (d) Modern
(ii) _____ helps in protecting the goods from damage during transportation.
(a) Packaging (b) Insurance
(c) Branding (d) None of the above

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- (iii) _____ is a psychographic factor of market segmentation.
 (a) Age (b) Attitude
 (c) Occupation (d) User Status
- (iv) _____ marketing involves marketing the product to a small selected segment.
 (a) Global (b) Image
 (c) Niche (d) None of the above
- (v) _____ is a component of logistics.
 (a) Inventory management (b) Transportation
 (c) Materials handling (d) All of the above
- (b) State whether the following statements are True or False :-
- (i) Marketing Research is future oriented.
 (ii) Customer Relationship Marketing leads to brand loyalty.
 (iii) Third Party Delivery Channel involves outsourcing of the distribution function.
 (iv) Brand extension reduces marketing cost.
 (v) Packaging is a part of Integrated Marketing Communications.

(c) Match the following :-

- | Group 'A' | Group 'B' |
|-------------------------|----------------------------------|
| (1) Brand Equity | (a) Survey method |
| (2) Green Marketing | (b) Low entry price |
| (3) Product Positioning | (c) Niche Marketing |
| (4) Penetration Pricing | (d) Environment safe products |
| (5) Primary data | (e) Viral Marketing |
| | (f) Incremental value of a brand |
| | (g) Product features |

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