Paper / Subject Code: 23114 / Commerce V

Dura	ation: 3 Hours	Marks: 100
N.B.	 All questions are compulsory Figures to the right indicate full 	marks.
	,30	The second second
Q.1A	 Fill in the blanks with appropriate 	options given below. (Any Ten) (10)
	- St.	
1)	concept of marketing adop	
	a) Production	b) Selling
	c) Marketing	d) Product
2)	is related to systematic gathe	ring, recording and analyzing of data about problems
	ng to marketing of goods and services.	
Telath	ig to marketing or goods and services.	
	a) Marketing Research	b) Management Research
	c) M.I.S.	d) Product Research
3) A	market is a small mark	ket segment.
,	a) Mini	b) Micro
	c) Niche	d) Tiny
4) Rep	petition and recommendation of produc	et results in
34	a) Brand Loyalty	b) Brand Equity
39	c) Brand Positioning	d) Brand Extension
).		
5)	means creating a distinct ima	age of a product.
20	a) Segmentation	め) Promotion
27	c) Positioning	d) Penetration
×°		
6)	is the internal factor affect	
	a) Consumers	b) Competition
V.	c) Economic conditions	d) Profit expected
327		
7) Uno		cer sells the product to the consumer without involving
any m	iddleman.	
1	a) Direct	b) Indirect
1 3	c) Horizontal	d) vertical
01/0		
8)		methods of promoting a product.
5)	a) Pace	b) IMC
	c) Productivity •	d) Publicity
9) ු		
9) 55		te communication and demonstration of product.
34	a) Advertising	b) Publicity
0	c) Personal selling	d) Marketing
10) 4	consumer has a right to be	
io) A	a) neglected	b) heard
00	c) seen	d) disregarded
Day.	S S S	a) distogarded
1. 1		, Substitution () - 1 - 1 - 1 - 1 - 1 - 1 - 1 - 1 - 1 -

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	SERVED LOUIS
11) Promotion of biodegradable products is an example of marketing	. ati
a) Green , b) Social	5.50
c) Rural d) Digital	D. Jagar Safe
12) may be a reason for brand failure.	
a) Market segmentation b) Brand positioning	37
c) Market targeting —d) Lack of CRM	
B) State Whether the following statements are True or False. (Any Ten)	(10)
The societal marketing concept considers society's long-term best interests along satisfaction of customers' wants and needs.	g with the
2 3) Marketing Research plays an essential role in creating customer satisfaction.	Gen Con
9 4) Perception is a psychological factor affecting consumer behavior.	S. 57 S.
 4 5) Marketing mix is a consumer oriented activity. 6) Intangibility is one of the challenges in service positioning. 	\$
7) Competition is an internal factor affecting pricing decisions.	20,
(8) Channels of Distribution create only place utility.	200
b 9) Integrated Marketing Communications (IMC) does not include Public Relations	
10) Prospecting is the first step in Personal Selling.	900
(2) (1) Consumer organisations protect the interest of producers.	7/1/
(1/2) Refillable or reusable packaging can be an effective rural marketing strategy.	, 5°
(1) Reasonable price is one of the factors contributing to the failure of brands in Ind	ia.
Q.2) Answer ANY TWO of the following: a. Define Marketing. Explain its functions in detail.	(15)
 b. What is the Marketing Information System (MIS)? Explain components of MIS. c. Describe the Benefits of Market Segmentation 	1
Q.3) Answer ANY TWO of the following:	(15)
a) Elaborate the concept of Product Life Cycle.	88.
b) What is Product Positioning? Explain strategies involved in Product Positioning.	5
c) Explain various Pricing Strategies.	500
Q.4) Answer ANY TWO of the following:	(15)
a) Explain the various components of Supply Chain Management.	4
b) What is Promotion? Explain the importance of Promotion?	100
c) What are the different components of sales management?	
Q.5) Answer ANY TWO of the following:	(15)
a) Explain the various strategies of Market Leader and Market Challenger.	(10)
b) Discuss the importance of green marketing.	
c) Elaborate various career options available in marketing.	
Q.6) Write short notes on ANY FOUR of the following:	(20)
a) Importance of Marketing	(20)
b) Customer Relationship Management	
c) Essentials of a Good Package	
d) Skills required for Effective Selling.	
e) Role of Consumer Organizations	
f) Factors contributing to the success of a Brand	

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