

Time: 3 Hours

Marks - 100

- Instructions: 1) All questions are compulsory having internal option
2) Figures to the right indicate full marks.

Q.1A) Choose the correct answer from the option given below (Any Ten) (10)

1. The _____ concept of marketing involves the effective use of aggressive advertising techniques for a product.
a) product concept
b) selling concept
c) exchange concept
d) production concept
2. _____ is the purpose of data warehousing in data mining Process.
a) Data storage
b) Data analysis
c) Data visualization
d) Data integration
3. _____ is an element of Sociographic Segmentation.
a) Age
b) Culture
c) Usage rate
d) lifestyle
4. _____ refers to the value of a brand in the market.
a) Brand image
b) Brand positioning
c) Brand Equity
d) Brand service
5. _____ means covering or wrapping of the product.
a) Branding
b) Packaging
c) Labelling
d) Pricing
6. _____ is the pricing strategy that involves setting prices low to attract customers.
a) Penetration pricing
b) Skimming pricing
c) Bundle pricing
d) Premium pricing
7. _____ marketing is also called Network marketing.
a) Vertical
b) Horizontal
c) Multi-channel
d) Multi-level
8. _____ is not an important element of Integrated Marketing Communication.
a) Advertising
b) Public Relation
c) Sponsorship
d) Logistics
9. _____ is known as face-to-face selling.
a) Advertising
b) Personal Selling
c) Prospecting
d) Online Selling
10. The Market Challenger adopts strategy to attack _____.
a) Market Leader
b) Market Follower
c) Market Nicher
d) Market Performer
11. _____ marketing means marketing of eco-friendly products.
a) Local
b) Rural
c) Green
d) Digital
12. _____ skills are also called Inter-personal skills required by marketing manager.
a) Presentation
b) Decision-making
c) Human
d) Persuasion

Q.1 B) State whether the following statements are True or False (Any Ten) (10)

- T 1. Product development involves identifying customer needs.
- F 2. MIS is not susceptible to data quality issues.
- F 3. Cultural background does not affect consumer behavior.
- T 4. Brand loyalty is a factor in brand equity.
- T 5. Packaging is concerned with safety of product.
- T 6. Skimming pricing is used for innovative products.
- T 7. Supply Chain Management is an element of Logistics.
- T 8. Sponsorships help in brand visibility and corporate image.
- T 9. Sales management is responsible for setting sales quotas.
- T 10. Sharing customer data without consent or transparency is unethical.
- T 11. Green marketing gives competitive advantage to the firm.
- T 12. Erroneous product design leads to brand failure.

Q. 2 Answer any two of the following: (15)

- a) What is Marketing? Discuss the importance of marketing.
- b) Explain the steps in the process of Marketing Research.
- c) Describe the techniques of Customer Relationship Management.

Q. 3 Answer any two of the following: (15)

- a) Explain the various Product Decision Areas.
- b) What is Product Positioning? Explain its Strategies.
- c) Explain the objectives of Pricing.

Q. 4 Answer any two of the following: (15)

- a) Describe the factors influencing physical distribution of product.
- b) What is Promotion? Discuss the elements of promotion Mix.
- c) Discuss the emerging trends in Selling.

Q. 5 Answer any two of the following: (15)

- a) Explain the general role of Consumer Organizations.
- b) What is Digital Marketing? Explain the trends in digital marketing.
- c) Discuss the factors responsible for the success of a brand in India with suitable examples.

Q.6 Write Short Notes on (Any four) (20)

- a) Strategic Marketing
- b) Market targeting
- c) Branding
- d) Supply Chain Management
- e) Rural marketing
- f) Personal selling