

[Time: Three Hours]

[Marks: 100]

- Note: 1. All questions are compulsory
2. Figures to the right indicates full marks

Q1. A. Fill in the blanks with suitable options: (Answer any 10)

(10)

1. _____ take possession of products but do not own them for the transfer of title to the merchandise.
 - a. Agents
 - b. Manufacturer
 - c. Functional middleman
 - d. None of these
2. The _____ is cheaper than other media of marketing.
 - a. Television
 - b. Radio
 - c. Hoarding
 - d. Internet
3. _____ Functions performed by middleman.
 - a. Price stability
 - b. Production
 - c. a and b
 - d. None of these
4. Marketing communication process starting from _____.
 - a. Budget
 - b. Specific target audience
 - c. Situational Analysis
 - d. None of these
5. _____ is an element of promotion mix.
 - a. Advertising
 - b. Sponsorship
 - c. Publicity
 - d. All of these
6. The marketing communication budget decision is influenced by _____.
 - a. Competitors policy
 - b. Material policy
 - c. Customer policy
 - d. None of these
7. Attitude is an important _____ factor influencing consumer behavior.
 - a. Personal
 - b. Psychological
 - c. Social
 - d. Marketing

Q2. C. Discuss the factors affecting in channel selection. (08)

D. Define e- marketing. Explain briefly its merits and demerits. (07)

Q3. Elaborate various factors affecting promotion mix decisions and objectives of Promotion. (15)

OR

Q3. A. Explain the process involved in marketing communication programme (08)

B. "Social media is important tool in today's marketing communication". Discuss (07)

Q4. A. What are the steps in consumer purchase decision? (08)

B. Distinguish between consumer buyers and organizational buyers (07)

OR

Q4. C. Discuss in detail factors affecting organizational buying behavior. (08)

D. Explain briefly straight rebuy, modify rebuy and new task (07)

Q5. A. Define services. Explain its features. (08)

B. Discuss the approaches to manage service productivity (07)

OR

Q5. Briefly describe the rural market scenario in India (15)

Q6. A. Write a note on online retailing. (10)

B. Explain various elements in promotion mix. (10)

OR

Q6. Write short note on the following: (Answer any 4) (20)

1. Types of middleman
2. Franchisees
3. Pull strategy
4. Social factors affecting consumer purchase decision
5. Classification of services
6. Promotional strategies in rural areas
