## [Time: Three Hours]

IM	arks	1001
27.5	*** ****	4001

Note:	1. All questions are compulsory	(100)	
	2. Figures to the right indicates full m	narks	
Q1. A	A. Fill in the blanks with suitable opti		
1.		ducts but do not own them for the transfer of title to	
	a. Agents	c. Functional middleman	
	b. Manufacturer	d. None of these	
2. Theis cheaper than other media o		r media of marketing.	
	a. Television	c. Hoarding	
	b. Radio	d. Internet	
3.	Functions performed by middleman.		
	a. Price stability	c. a and b	
	b. Production	d. None of these	
4.	Marketing communication process starting from		
	a. Budget	c. Situational Analysis	
	b. Specific target audience	d. None of these	
5.	5 is an element of promotion mix.		
	a. Advertising	c. Publicity	
	b. Sponsorship	d. All of these	
6.	The marketing communication budget decision is influenced by		
	a. Competitors policy	c. Customer policy	
	b. Material policy	d. None of these	
7.	Attitude is an important	_factor influencing consumer behavior.	
	a. Personal	c. Social	
	b. Psychological	d. Marketing	

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8is the last steps in consumer buying decision process.				
a. Information Search	c. Post purchase Action			
b. Purchase decisions	d. None of these			
9 factor influencing organizat	ional buying behavior.			
a. Environmental	c.Both			
b.Individual	d. Technical			
10 media is more useful in rural marketing.				
a. Advertisement	c. Interpersonal			
b. Radio	d. All of these			
11 is a factor responsible to the growth of rural markets in India.				
a. Bank initiatives	c. Rising Income			
b. Government Schemes	d. All of these			
12. Services is				
a. Tangible	c. Separable			
b. Intangible	d. None of these			
<ol> <li>Q1 B. State whether the following statements</li> <li>Logistics helps in making goods availabed</li> <li>Flipcart is an Indian online retailer.</li> <li>Online retailing is not a form of e-marked</li> <li>Promotion mix is a separate part of marked</li> <li>The role of social media in today's marked</li> <li>Increase demand is one of the objectives</li> <li>Age is an important social factor influen</li> <li>Searching for suppliers is the first steps</li> <li>Consumer behavior and organizational beautiful in the consumer of the consumer in the consumer</li></ol>	eting.  keting mix.  keting communication is not important.  s of promotion.  leing consumer behavior.  in organizational purchase decision process.  behavior are same.			
Q2. A. Explain the marketing channels for indus	strial goods. (08)			
B. Write a note on logistics.	(07)			

OR

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	(80)	
Q2. C. Discuss the factors affecting in channel selection.		
D. Define e- marketing. Explain briefly its merits and demerits.		
Q3. Elaborate various factors affecting promotion mix decisions and objectives of		
Promotion.		
OR		
Q3. A. Explain the process involved in marketing communication programme	(08) (07)	
B. "Social media is important tool in today's marketing communication". Discuss		
Q4. A. What are the steps in consumer purchase decision?		
B. Distinguish between consumer buyers and organizational buyers		
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)	
<ol> <li>Types of middleman</li> <li>Franchisees</li> <li>Pull strategy</li> <li>Social factors affecting consumer purchase decision</li> <li>Classification of services</li> </ol>		
Promotional strategies in rural areas		

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