

[Time: 3 Hours]

[Marks: 100]

Please check whether you have got the right question paper.

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

1. (A) Select the most appropriate answer from the options given below (Any Ten) (10)

- 1) The _____ concept rests on four pillars: target market, customer needs, integrated marketing and profitability.
 - a) Product
 - b) Production
 - c) Marketing
 - d) Holistic
- 2) With the help of _____ marketers can analyze customer behavior.
 - a) Marketing Research
 - b) Enterprise
 - c) Production concept
 - d) None of these
- 3) _____ is one of the patterns of target market selection.
 - a) Full market coverage
 - b) Half market coverage
 - c) Middle market coverage
 - d) All of these
- 4) _____ is an element of the Marketing Mix.
 - a) Profit
 - b) Price
 - c) Investment
 - d) Plan
- 5) _____ is the part of the product that carries information about the product and the seller.
 - a) Channels
 - b) Profit
 - c) Label
 - d) Decision
- 6) _____ when registered becomes a trademark.
 - a) Brand
 - b) Product
 - c) Patent
 - d) Copyright
- 7) In _____ distribution system, two or more firms at the same level come together for marketing purpose.
 - a) Horizontal
 - b) Multi-Channel
 - c) Multi-Level
 - d) None of these
- 8) _____ includes tools like discounts, coupons, free samples etc. used to stimulate demand.
 - a) Public Relations
 - b) Sales Promotion
 - c) Supply
 - d) Publicity
- 9) _____ is one of important steps in personal selling.
 - a) Blurring
 - b) Prospecting
 - c) Reporting
 - d) Mentoring

- 10) Ethics is a branch of _____ which is concerned with human conduct.
- a) Physiology
 - b) Psychology
 - c) Philosophy
 - d) Sociology
- 11) _____ marketing makes use of electronic devices such as computer.
- a) Digital
 - b) Green
 - c) Rural
 - d) Traditional
- 12) _____ is/are main factors contributing to the success of brands in India.
- a) Unique Selling Proposition
 - b) Innovation
 - c) Consistency
 - d) All of these

(B) State whether the following statements are true or false: (Any Ten) (10)

- 1) Co-ordinating is a very important function of Marketing.
- 2) Marketing Research is increasing the gap between the producers and consumers.
- 3) Data warehousing is one of the techniques in Customer Relationship Management.
- 4) Brands should be repositioned frequently.
- 5) Odd pricing is also called psychological pricing.
- 6) Label acts as a silent salesman.
- 7) Direct channel of distribution involves intermediaries to sell goods to final consumers.
- 8) Packaging helps in promotion of goods.
- 9) Sales Planning involves setting sales targets.
- 10) The consumer organizations create awareness about consumer rights.
- 11) Green Marketing contributes to the betterment of public health.
- 12) Over spending on promotion can lead to failure of brand.

2. Answer ANY TWO of the following: (15)

- a) How strategic marketing differs from traditional marketing? Explain.
- b) Discuss the various components of Marketing Information System.
- c) Explain in detail any two factors influencing consumer behaviour.

3. Answer ANY TWO of the following: (15)

- a) Describe the management of different stages of Product Life Cycle.
- b) What is Packaging? Explain the essentials of a good packaging.
- c) Explain the various factors affecting pricing.

4. Answer ANY TWO of the following: (15)

- a) Explain the different types of traditional Channels of Distribution.
- b) What is Promotion? Explain the important elements of Promotion-mix?
- c) Discuss the components of Sales Management.

5. Answer ANY TWO of the following: (15)
- Explain the competitive strategies for Market Leaders and Market Followers.
 - What are the features of Indian Rural Market?
 - Elaborate various careers in marketing in 21st century.
6. Write short notes on ANY FOUR of the following: (20)
- Importance of Marketing.
 - Bases of Market segmentation.
 - Strategies of product positioning.
 - Integrated Marketing Communication.
 - Unethical practices in Marketing.
 - Factors contributing to success of a brand.
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