

Time: 3 Hours

Marks: 100

- 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) \_\_\_\_\_ is also called as Cause related Marketing
  - a) The Product concept
  - b) The Societal Marketing concept
  - c) The Marketing concept
  - d) The Selling concept
- 2) \_\_\_\_\_ is the first step in Marketing Research.
  - a) Setting objectives
  - b) Follow up
  - c) Defining the problem
  - d) Creating Research design
- 3) \_\_\_\_\_ is one of the techniques of CRM.
  - a) Market Segmentation
  - b) Market Domination
  - c) Customer Feedback
  - d) Market targeting
- 4) \_\_\_\_\_ refers to the set of marketing tools that the firm uses to pursue its marketing objectives in the target market.
  - a) Market Position
  - b) Marketing Mix
  - c) Marketing Research
  - d) Market Coverage
- 5) \_\_\_\_\_ is the act of creating a distinct place in the minds of the customers.
  - a) Positioning
  - b) Branding
  - c) Pricing
  - d) Labelling
- 6) In \_\_\_\_\_ pricing strategy, a firm offers the same product to customers at different prices.
  - a) Skimming
  - b) Penetration
  - c) Differentiated
  - d) Follow the leader
- 7) \_\_\_\_\_ is the form of Multi-level Marketing.
  - a) Pyramid Marketing
  - b) Network Marketing
  - c) Referral Marketing
  - d) All of these
- 8) Integrated Marketing Communication is a \_\_\_\_\_ activity.
  - a) One time
  - b) Occasional
  - c) Continuous
  - d) Rare
- 9) \_\_\_\_\_ Marketing refers to catering to specific needs of a small segment of consumers.
  - a) Aggressive
  - b) Niche
  - c) Online
  - d) Digital
- 10) \_\_\_\_\_ refers to online commerce transactions between customers.
  - a) B2B
  - b) B2C
  - c) C2C
  - d) None of these

11) \_\_\_\_\_ is not a suitable marketing strategy for Rural Markets.

- a) Syndicated Vans
- c) Melas and Fairs

- b) Banners
- d) Augmented Reality

12) \_\_\_\_\_ is a strategy by market followers.

- a) Flank defense
- c) Adapter

- b) Flank attack
- d) Pre-emptive defense

**(B) State whether the following statements are true OR false: (Any Ten)**

**(10)**

- 1) Test marketing means introducing the product in a small segment of the market.
- 2) Consumer behavior is accurately predictable.
- 3) Selective specialization is also called as Multi-segment market targeting strategy.
- 4) During decline stage, the firm incurs heavy promotional expenditure.
- 5) Strong brand associations lead to high Brand Equity.
- 6) Penetration pricing strategy may be adopted if there is intense competition.
- 7) The terms 'Multi-level Marketing' and 'Multi-channel Marketing' are synonymous.
- 8) Advertising is a non-paid form of sales promotion.
- 9) Data warehousing is one of the components of Sales Management.
- 10) Consumer organizations may provide assistance in legal cases.
- 11) Green Marketing helps firms to build their image.
- 12) Over promotion may lead to brand failures.

**2. Answer ANY TWO of the following:**

**(15)**

- a) Define Marketing. Explain its functions in detail.
- b) What is Data Mining? Discuss its significance in Marketing.
- c) Explain the term Market Segmentation? What are the bases of Market Segmentation?

**3. Answer ANY TWO of the following:**

**(15)**

- a) What is Branding? Discuss its components.
- b) What do you mean by Service Positioning? Discuss the challenges in Service Positioning.
- c) Explain the factors affecting the pricing of a product?

**4. Answer ANY TWO of the following:**

**(15)**

- a) Explain the traditional channels of distribution in Marketing.
- b) Explain the term Promotion Mix. Discuss the elements of Promotion-Mix.
- c) Discuss the process of Personal Selling.

**5. Answer ANY TWO of the following:**

**(15)**

- a) Explain the general role of consumer organizations in protecting consumers against unethical practices by marketers.
- b) What is Digital Marketing? Explain the trends in Digital Marketing.
- c) Discuss the skill sets required for effective Marketing.

6. Write short notes on ANY FOUR of the following:

(20)

- a) Marketing Information System
  - b) Packaging
  - c) Components of Sales Management
  - d) Competitive strategies for market challengers.
  - e) Brand Equity
  - f) Green Marketing
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