

[Time: 2.30 Hours]

[Marks:75]

- Please check whether you have got the right question paper.
- N.B:
1. All questions are compulsory.
  2. Answer to sub-questions must be written together.



Q.1. A. Choose the right answer (Any eight)

(8 marks)

1. Marketing is a systematic process of identifying \_\_\_\_\_ needs and wants.  
(customer, dealer, supplier)
2. The \_\_\_\_\_ concept of marketing lays emphasis on conservation of environment  
(marketing, societal, holistic)
3. The \_\_\_\_\_ environment studies human population with reference to its size, density,  
distribution, etc.  
(Demographic, Economic, Political)
4. \_\_\_\_\_ is the process of testing the feasibility of the new product before  
commercialization. (MIS, Test marketing, Branding)
5. The starting point of all marketing activities is \_\_\_\_\_ (price, product, place)
6. \_\_\_\_\_ is not a stage in Product life cycle (Growth, Decline, Continuity)
7. Brand \_\_\_\_\_ involves purchasing brand repeatedly over a period of time. (Loyalty,  
association, awareness)
8. \_\_\_\_\_ refers to subdividing a larger market into small markets.  
(Market Segmentation, Niche Marketing, Marketing research)
9. \_\_\_\_\_ is an important element of behavioural segmentation.  
(Buying Motives, Gender, Region)
10. Positioning gives the product \_\_\_\_\_ (USP, PSU, UPS)

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

(7 marks)

- a. Marketing facilitates satisfaction of human wants.
- b. Price mix includes discounts.
- c. A stable environment is very much necessary for business growth.
- d. Marketing is influenced only by micro environmental factors.
- e. Marketing research includes only consumer research.
- f. The variables in marketing mix are independent of each other.
- g. Generally, at growth stage, advertising is undertaken to create awareness
- h. PLC resembles human life cycle
- i. Target market should be adequately profitable.
- j. Under product user strategy, a product is associated with a user.

Q2. a. What do you mean by marketing? Discuss its functions

(8 marks)

b. Discuss the 4C's of marketing

(7 marks)



OR

Q2. c. Explain the concepts:

(8 marks)

- i. Production concept
- ii. Product concept
- iii. Selling concept
- iv. Relationship Concept

d. Discuss the factors affecting consumer behavior

(7 marks)

Q3. a. Explain the factors in the micro environment of business

(8 marks)

b. What do you mean by marketing environment? Explain the features

(7 marks)

OR

Q3. c. Discuss any two types of marketing research

(8 marks)

d. What do you mean by MIS? Discuss its importance

(7 marks)

Q4. a. Discuss the various levels of a product

(8 marks)

b. "Sometimes new products fail in the market" Comment

(7 marks)

OR

Q4. c. Explain the steps in new product development

(8 marks)

d. Explain the product life cycle in detail

(7 marks)

Q5. a. What is segmentation? Discuss its importance

(8 marks)

b. Discuss the types of targeting

(7 marks)

OR

Q5. Short Notes (Any three)

(15 marks)

- i. Objective of pricing
- ii. Importance of branding
- iii. Social Marketing
- iv. Advantages of e-marketing
- v. Limitations of internet marketing