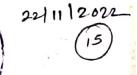
TYBOM Sem. V

NOV-2022

Paper / Subject Code: 23114 / Commerce V





TIME: 3 HRS.

(TOTAL: 100 MARKS)

		STIONS ARE C RE INDICATE			CH QUES	TION	30	76 - B
		ALL INDICATE	5,5	(0)	,	17		1
1. (A) Select th	ne most appropria	ate answe	r from th	e options g	iven below	(ANY	ΓEN) (
	1satisfa	concept of			balancing	between p	rofit, cus	tomer
	a)		2.		rketing			1.
	c)	1.	1	d) Soc			4	
	,	10	30	٠ چې د	13		1	2
	2. Marke	eting Decision Su	apport Sys	stem is a	nimportant	componer	nt of	1
	·	·	0			03		P
	a) Marketing Res	earch	b) Pro	oduct Resea	ırch 🚉	25/20	
	, c) Marketing Info	5	·	~.`		34	.3
	3	is	an impor	rtant eler	nent of Der	nographic	Segment	ation.
	a) Age	, c.	b) Cul	ture	100	4	
) Lifestyle			ige rate	12	17- Ja.	
	·) Encotyte			-)	1	3	N. A.
	4. A	passes tl	hrough di		ages or pha	ses during	the lifet	ime.
	a) Plan		-	roduct	. 3-	3.	
	c) Market		d) Pı	romotion		- 200	
		37 37					100	
	5. Servi	ice sector faces o	hallenges	due to				
-	(a)	Quality	7.70	b) Pi	roductivity			
	c)	Efficiency	,	d) In	tangibility			
	, · · · · · · · · · · · · · · · · · · ·	is A		*(3			
	6. Both	cost oriented fac	tors and n	narket or	riented fact	ors influer	ice	
	a	**	No	16.0	b) Prom			
) Placement		, M	d) Brand			
	,		-	· -		Ü		
	7 Wareh	ousing creates	3	util	itv			
		Time	: 1	b) Pla	• .			
		Form		of ,	ssession			
	0			S	1	*		
- 4	8	is a form of c	onsumer -				es.	
		Push Strategy		•	change Off			
	c)	Trade Discount		d) De	alers' Conf	erences		

Paper / Subject Code: 23114 / Commerce V

	9. is the first step in p	ersonal selling	
	a) Presentation	b) Approach	
	c) Prospecting	d) Follow-up	
	10. Identifying the weakness of	the competitor and attacking is called	as
	Strategy	\$ 18 W	
	a) Frontal attack	b) Flank attack	
	c) By pass attack	d) Encirclement attack	1
	11 pagkets help in ingr	easing sales in rural markets	.6
	a) Elegant	b)Sophisticated	
	c) Large	d) Sachet	
			1.5
	12.Seeking protection against ha		
	a) Safety	b) be heard	AT .
	c) education	d) redressal	
(B) Stat	a whether the following statemen	nts are True OR False: (ANY TEN)	(10)
	N N N		
1.	Exchange concept is the oldest	concept of Marketing.	
2.	Marketing Research is a one-tin	ne activity.	
		on strategy, the company selects a spe	cific single
			3
	market segment and offers a sin	igle product to that segment.	*(2)
55.	A series the same mo	electing mix for all the products	
4.	A company adopts the same ma	rketing mix for an the products.	Y
5	The main objective of penetration	on pricing is to capture a large market	share.
6.	Ease in identification is one of t	he essentials of good packaging.	
46 L		- du - lo ou utiliti	
7.	Channel of distribution creates of	only place utility.	
R	Advertising is a personal tool of	Communication.	
9.	Objection handling is one effect	ive skill in personal selling.	
4			
10.	Lowering the price to restrain c	ompetition is known as skimming the	cream.
	WOLCE is the same of a Multip	ational firm	
115)	VOICE is the name of a Multina	ational fitm.	
12.	Copying something of the leade	r is known as imitating strategy.	
	o-py and a second of		
E.			
O.No.2	Answer ANY TWO of the follow	wing:	(15)
.5,			
a)	What do you mean by Marketin	g? Explain its Features.	
E 10	Discuss the process of Marketin	g Research	
(0	Piscuss the biocess of Marketin		
1342		Page 2 of 6	

Paper / Subject Code: 23114 / Commerce V



c) What is Consumer Behaviour? Discuss briefly various factors influencing consumer behaviour.

Q.No.3 Answer ANY TWO of the following:

(15)

- a) What is Product Life Cycle? Explain how to manage different stages in the Product Life Cycle?
- b) What are various strategies of product positioning?
- c) Explain different objectives of pricing.

Q.No.4 Answer ANY TWO of the following:

(15)

- a) Define the concept of Physical Distribution. What factors influence Physical Distribution?
- b) Define Promotion-Mix. Discuss the elements of Promotion-Mix.
- c) Define the concept of Sales Management. Discuss components of Sales Management

Q.No.5 Answer ANY TWO of the following:

(15)

- a) Explain the role of consumer organizations in protecting consumers.
- b) Explain the marketing strategies effective in Rural marketing
- c) What are the skill sets needed for career in marketing?

O.No.6 Write short Notes (ANY FOUR)

(20)

- a) Strategic Marketing.
- b) Data Mining.
- c) Brand Equity.
- d) Importance of Service Positioning.
- e) Personal Selling.
- f) Digital Marketing.