

Time: 2½ hrs.

Marks:75

Note:

1. All questions are compulsory with internal choice.
2. Draw neat diagrams wherever necessary.
3. Figures to the right indicate full marks.

**Q.1 (A) Fill in the blanks with the correct answer from the alternatives given below. (08)**  
(Attempt any 8)

- i) ..... consists of advertising, sales promotion, personal selling, etc.
  - a) Product mix
  - b) Distribution mix
  - c) Promotion mix
  - d) Marketing mix
- ii) The exchange of goods or services, with or without money is a .....
  - a) Transaction
  - b) Transfer
  - c) Demand
  - d) Satisfaction
- iii) ..... is the non- paid form of promotion of ideas, goods and services.
  - a) Publicity
  - b) Advertising
  - c) Branding
  - d) Sales promotion
- iv) ..... introduced the holistic concept of marketing.
  - a) Philip Kotler
  - b) Jerome McCarthy
  - c) William Stanton
  - d) Prof. Theodore Levitt
- v) ..... is an important element of behavioral segmentation.
  - a) Buying motives
  - b) Gender
  - c) Region
  - d) Locality
- vi) ..... Refers to all those forces or factors that influence marketing decisions.
  - a) Marketing research
  - b) MIS
  - c) Marketing mix
  - d) Marketing Environment

vii) Marketing decision support system is an important component of .....

- a) MIS
- b) Marketing research
- c) Marketing environment
- d) Software

viii) ..... popularized the concept of 4P's in his book "Basic Marketing".

- a) Phillip Kotler
- b) Jerome McCarthy
- c) William Stanton
- d) Prof. Theodore Levitt

ix) ..... refers to a group of related products that share common characteristics and channels of distribution.

- a) Product line
- b) Product mix
- c) Product range
- d) Product planning

x) At the introductory stage of PLC, a business firm resorts to creating.....

- a) Brand value
- b) Brand awareness
- c) Brand history
- d) Brand cost

**Q.1 (B) State whether the following statements are true or false. ( Attempt any 7) (07)**

- i) Marketing mix is not influenced by environmental factors.
- ii) Proper positioning helps to generate demand for the product in the market.
- iii) Internet marketing is also referred to as online marketing
- iv) The main aim of social marketing is to promote well -being of the business organizations.
- v) Marketing mix is a static concept.
- vi) Product line length refers to the different categories of product lines.
- vii) Marketing is undertaken to sell goods only.
- viii) Marketing process is continuous in nature.
- ix) A company generally follows a single brand strategy.
- x) The selling concept is the oldest concept of marketing.

**Q.2 (a) Define Marketing and Explain the features of marketing? (07)**

**(b) Distinguish between Marketing and selling. (08)**

**OR**

**Q.2 (p) Elaborate on functions of Marketing. (15)**

**Q.3 (a) Explain the importance of MIS. (07)**

**(b) Explain the features of marketing research. (08)**

**OR**

**Q.3 (p) Explain Components of Marketing Environment in detail. (15)**

- Q.4 (a)** Explain product life cycle with diagrammatic representation. (07)
- (b)** Explain the importance of Packaging. (08)
- OR**
- Q.4 (p)** Explain different types of Pricing Strategies. (07)
- (q)** Elaborate on different types of distribution channels. (08)
- Q.5 (a)** Explain advantages and disadvantages of Internet Marketing. (15)
- OR**
- Q.5** Write a short note on : (Attempt any 3) (15)
- i)** 4 C's of Marketing
  - ii)** Social Marketing
  - iii)** Areas of Marketing research
  - iv)** product positioning strategies
  - v)** New Product Development

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