

Time: 2½ hrs.

Marks:75

- Note:
1. All questions are compulsory with internal options.
 2. The figures to the right indicate full marks.
 3. Draw a neat diagram wherever necessary.

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

- (1) The purpose of CRM is to enhance..... loyalty.

(a) Brand	(b) Business
(c) Store	(d) Customer
- (2) The concept is also known as customer - oriented concept.

(a) Marketing	(b) Societal
(c) Holistic	(d) Selling
- (3) The..... concept assumes that customer will prefer those products that are widely available and are of lower price.

(a) Exchange	(b) Production
(c) Selling	(d) Product
- (4) Marketing is a systematic process of identifying needs and wants.

(a) Customer	(b) Dealer
(c) Brand	(d) Store
- (5) Is an important element of demographic segmentation.

(a) Age	(b) Lifestyle
(c) Region	(d) Locality
- (6) The Consists of all those factors in the company's immediate environment that affects its ability to serve its target markets.

(a) Micro Environment	(b) Macro Environment
(c) Marketing environment	(d) Environment
- (7) refers to the actions and decisions processes of people who purchase goods and services for personal consumption.

(a) Consumer behaviour	(b) Marketing research
(c) Marketing environment	(d) Marketing
- (8) popularized the concept of 4P's in his book "Basic Marketing".

(a) Philip Kotler	(b) Jerome McCarthy
(c) William Stanton	(d) Prof. Theodore Levitt
- (9) refers to set of products which are offered for sale by a firm.

(a) Product mix	(b) Product design
(c) Product selling	(d) Product line
- (10) An introductory stage of product life cycle, advertising is undertaken to

(a) Create awareness	(b) Sell the product to masses
(c) Remind the customer	(d) Discontinue the product

(B) State whether the following statements are True or False. (Attempt any 7) (07)

- (1) Product line length refers to the different categories of product lines.
- (2) Marketing mix is a static concept.
- (3) Multi segment strategy is also known as differentiated marketing strategy.
- (4) Product positioning means placing the product in the market.
- (5) Internet marketing is also referred to as online marketing

- (6) Marketing mix is not influenced by environmental factors.
- (7) Marketing mix refers to the marketing variables that combine to sell a product to the target market.
- (8) Marketing process is continuous in nature.
- (9) Marketing is concerned with target markets.
- (10) The two terms marketing and selling are synonymous.
- Q.2 (a) Elaborate on functions of Marketing. (15)
- OR**
- Q.2 (p) Distinguish between Marketing and selling. (08)
- (q) Write a note on 4 P's and 4 C's of marketing. (07)
- Q.3 (a) Explain the factors affecting consumer behavior in detail. (15)
- OR**
- Q.3 (p) Explain the importance of MIS. (08)
- (q) Explain the features of marketing research. (07)
- Q.4 (a) Explain the new product development process in detail. (08)
- (b) Explain the components of a brand in detail. (07)
- OR**
- Q.4 (p) Explain product life cycle with diagrammatic representation. (08)
- (q) Explain the need of Packaging. (07)
- Q.5 (a) Explain advantages and disadvantages of Internet Marketing (15)
- OR**
- Q.5 (p) Write short notes on (Attempt any 3) (15)
- (1) Features of Marketing
- (2) Product positioning strategies
- (3) Areas of Marketing research
- (4) Marketing Environment
- (5) Social Marketing

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