

TIME -- 2 ½ hrs

MARKS-75

Q.1. A. Select the appropriate options from those given below (Any 8) (8)

1. _____ means giving suitable name or symbol to the product.
(a) Branding (b) Labelling (c) Advertising (d) Motivation
2. _____ Marketing refers to introducing the product or service in a small segment of the market.
(a) Test (b) Digital (c) E-Marketing (d) Modern
3. _____ refers to the person's pattern of living, activities, interest and opinions.
(a) Lifestyle (b) Family (c) Friends (d) Packing
4. _____ is the driving force within individuals that compels them to action.
(a) Motivation (b) Communication (c) Advertising (d) salesmanship
5. _____ is an important element of the rural marketing.
(a) Communication (b) Salesmanship (c) Advertising (d) Ambience
6. _____ population forms a major portion of the Indian population.
(a) Rural (b) Urban (c) District (d) ITC Ltd
7. Services are deeds, processes and _____.
(a) Performances (b) delivery (c) exchanges (d) District
8. _____ enables production & transfer of goods & services strictly as per schedule.
(a) Logistics (b) marketing (c) sales promotion (d) advertisement
9. Marketing research is _____ process.
(a) Continuous (b) One time (c) Permanent (d) Non continuous
10. _____ means of marketing are like a monologue.
(a) Traditional (b) Modern (c) Internet (d) E-choupal

Q.1. B. State whether the following statements are True or False: (Any 7) (7)

1. Pricing, Advertising and Marketing research are being used to win over consumer resistance.
2. Marketing is an important social environmental activity.
3. Culture refers to the values, practice of customs of the people in society.
4. In a typical buying process the consumer passes through seven stages.
5. The Indian rural market with its vast size and demand base, offers growing opportunities for marketing products.
6. Rural markets dominate Indian marketing scene and need special attention for the expansion.
7. Contact employees contributes to service quality by creating a favourable image for the firm, and by providing better service than the competitions.
8. The service process refers to how a service is provided or delivered to a customer.
9. E-marketing enables all businesses to have a truly global reach.
10. Digital Marketing is not a cost-effective business option for beginners.

Q2 a) Define marketing? Explain scope of marketing? (8)
b) Explain Characteristics of service marketing? (7)

OR

Q2 c) Explain factors influencing marketing mix? (8)
d) Explain importance of service marketing? (7)

Q3 a) What are the factors influencing buyer's behaviour? (8)
b) Explain Features of Logistics? (7)

OR

Q3 c) Explain in different stages in buying process? (8)
d) Explain Role of Marketing Channels? (7)

Q4 a) Explain Factors influencing Choice of location in service sector? (8)
b) Explain Features of Marketing Research? (7)

OR

Q4 c) Explain Features of Rural markets? (8)
d) Explain the 2P+2C+3S formula in e-marketing? (7)

Q5 a) Explain Benefits of E-Marketing? (8)
b) Define Rural marketing and explain its scope. (7)

OR

Q5 Short Note On: (Any Three) (15)

1. Privatization of insurance sector
2. E-choupal
3. personal selling
4. Product research
5. Physical evidence