

(2½ Hours)

[Total Marks: 75]

NOTE:- All questions are compulsory

Figures to the right indicate marks

Q.1 a. State whether the following statements are true or false (ANY 8)

8

1. Marketing is an important social environmental activity.
2. Branding means giving suitable name or symbol to the product.
3. Advertising is a key determinant of success for all insurance companies.
4. Marketing logistics must recognize price drivers.
5. In a typical buying process, the consumer passes through seven stages.
6. Customer's perception plays an important role in judging a company's service.
7. Rural markets dominate Indian marketing scene and need special attention for the expansion.
8. Television is a very powerful and popular medium in rural areas.
9. E- marketing enables all businesses to have a truly global reach.
10. One of the main disadvantages of online marketing for businesses is its low operating cost.

Q.1 b. Match the columns (ANY 7)

7

	A		B
a.	Marketing Research	i.	Tool used in service promotion
b.	Satisfaction of human wants	ii.	Factor influencing choice of location
c.	7 Ps	iii.	An element of physical setting
d.	Product research	iv.	Characteristics of logistics
e.	Perishability	v.	Factor affecting buying behaviour
f.	Advertising	vi.	Scope of marketing
g.	Nature of service	vii.	Characteristics of marketing
h.	Ambience	viii.	Service marketing mix
i.	Ensuring delivery in time	ix.	A type of marketing research
j.	Culture	x.	Characteristics of services

Q.2. a. Define marketing. Explain the importance of marketing

8

Q.2. b. Discuss the 7 Ps of marketing mix.

7

OR

Q.2. a. Explain the different direct and indirect marketing channels. 8

Q 2. b. Explain the process of marketing research. 7

Q.3. a. Explain the characteristics of services marketing 8

Q 3.b. Discuss the marketing mix in Insurance sector 7

OR

Q.3. a. What are the factors influencing buyer's behaviour? 8

Q 3. b. Explain the role of consumers in service delivery. 7

Q.4. a. What do you mean by marketing communication? Explain its types. 8

Q 4. b. Explain the scope of rural marketing. 7

OR

Q.4. a. What are the characteristics of rural consumers? 8

Q 4. b. Discuss the promotion strategies used for rural markets. 7

Q.5. a. Explain the E- marketing mix strategy. 8

Q 5. b. What is E-marketing. Explain its scope. 7

OR

Q 5. Write short notes (ANY THREE) 15

a. Product Research

b. Need and importance of service marketing.

c. Logistical objectives for banking products

d. Consumer expectations

e. Rural vs urban marketing.