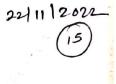
TYBCOM Sem.V

Paper / Subject Code: 23114 / Commerce V





TIME: 3 HRS.

(TOTAL: 100 MARKS)

				STION 3	2
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(A) C-		• • • • •	- C the entions	aivan balaw (AN	V TENI (
(A) Se	lect the most ap	propriate answe	er from the options	given below (Ally	I IEN)
1.				g between profit,	customer
5	satisfaction and	society's welfa	. `	ું હ	1º
	a) Produc	ction		4	13
	c) Selling	- 3	d) Societal		S. Carrier
	(0)	S. J.	3	-5	
2. 1	Marketing Decis	sion Support Sy	stem is an importar	nt component of	
			100		63
		ş. ,	E) Desdood Desc	5 ^S	A CONTRACTOR OF THE PARTY OF TH
	a) Marketii	ng Research	b) Product Rese	arch	
	c) Marketin	ng Information	System d) Consum	ner Research	35
3	·	is an impo	ortant element of De	emographic Segm	entation.
J.	- 1 :				10
	a) Age		b) Culture) 5 3	
	c) Lifestyle		d) Usage rate	1.	1.5
				, 3	1
1	Δ	asses through d	ifferent stages or pl	nases during the I	ifetime.
٦.		- 4			R
	-1			ist.	,
	c) Walket		3) 110111011011		
	.52	-01		S. S.	
5.	Service sector	faces challenge	s due to		
	a) Quality		b) Productivity	y	
	c) Efficience	cy .	d) Intangibility	ŕ	
6.	Both cost orient	ed factors and	market oriented fac	ctors influence	
	-	2			
			Y .		
		T S			
7 1	Warehousing cre	enter	ntility		
′.		ates			
		4	it,		
	5) I 01111 ,		2, 2 000001011		
8.	is a for	m of consumer	-oriented promotion	on techniques.	
7.0					
	MAR (A) Sel 1 3. 4.	MARKS ARE INDI (A) Select the most ap 1 cone satisfaction and a) Produc c) Selling 2. Marketing Deci a) Marketin c) Marketin 3 a) Age c) Lifestyle 4. A pi a) Plan c) Market 5. Service sector a) Quality c) Efficience 6. Both cost orient a) Pricing c) Placeme 7. Warehousing cre a) Time c) Form 8 is a for a) Push Stra	(A) Select the most appropriate answer. 1 concept of marketing satisfaction and society's welfar. a) Production. c) Selling. 2. Marketing Decision Support Sy. a) Marketing Research. c) Marketing Information. 3 is an import. a) Age. c) Lifestyle. 4. A passes through d. a) Plan. c) Market. 5. Service sector faces challenge. a) Quality. c) Efficiency. 6. Both cost oriented factors and. a) Pricing. c) Placement. 7. Warehousing creates. a) Time. c) Form.	(A) Select the most appropriate answer from the options 1 concept of marketing aims at balancing satisfaction and society's welfare. a) Production b) Marketing c) Selling d) Societal 2. Marketing Decision Support System is an important and Marketing Research b) Product Research c) Marketing Information System d) Consum 3 is an important element of Decision Support System d) Consum 3 is an important element of Decision System d) Culture c) Lifestyle d) Usage rate 4. A passes through different stages or place a) Plan b) Product c) Market d) Promotion 5. Service sector faces challenges due to b) Productivity c) Efficiency d) Intangibility c) Efficiency d) Intangibility 6. Both cost oriented factors and market oriented factors are factors and market oriented factors	MARKS ARE INDICATED AGAINST EACH QUESTION (A) Select the most appropriate answer from the options given below (AN 1

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	9. is the first step in po	ersonal selling		
	a) Presentation	b) Approach		
	c) Prospecting	d) Follow-up		
	10. Identifying the weakness of	the competitor and attacking i	s called as	
	Strategy		46°	
	a) Frontal attack	b) Flank attack		
	c) By pass attack	d) Encirclement attack	4	
	II — markata halm in inara	asing sales in rural markets	S. A.	
	11 packets help in incre a) Elegant	b)Sophisticated	The state of the s	
	c) Large	d) Sachet		
	c) <u>Lui</u> ge		S. 25	
	12. Seeking protection against har			
	a) Safety	b) be heard		
	c) education	d) redressal		
(D) C:	and a Cillamina statemen	to and True OP Falce: (ANV	(10)	
(B) Sta	te whether the following statemen	is are True OR Paise. (AIVI	(10)	
,1	. Exchange concept is the oldest of	concept of Marketing.		
2	. Marketing Research is a one-tim	ne activity.		
3	. In a single segment concentration	n strategy, the company selec	ts a specific single	
-	market segment and offers a sin	gle product to that segment.	8	
. 4	. A company adopts the same ma	rketing mix for all the product	s. O	
19.00	S			
5	. The main objective of penetration	on pricing is to capture a large	market share.	
Ź	. Ease in identification is one of the	ne essentials of good nackagin	10	
.0	. Ease in identification is one of the	ic essentials of good package	.9.	
7	. Channel of distribution creates of	nly place utility.		
70				1
8	. Advertising is a personal tool of	communication.		
-10	. Objection handling is one effect	ive skill in personal selling.		
6	. Cojection manages one process			
10.	Lowering the price to restrain c	ompetition is known as skimr	ning the cream.	
\$ 7				
11.	VOICE is the name of a Multina	tional lirm.		
12	Copying something of the leader	is known as imitating strateg	ıv.	
-12.	Copying something of the leader	15 Kilo III us IIII iii g		
1				
O No 2	Answer ANY TWO of the follow	ving:	(15)	
3.				
a)	What do you mean by Marketing	3? Explain its Features.		
15°	Discuss the process of Marketing	g Research		
, D	Justuss the process of Marketin			
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14.0				

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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?

Q.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.

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