

Time: 3 Hours

Marks - 100

- Instructions:** 1) All questions are compulsory having internal option
2) Figures to the right indicate full marks.

Q.1A) Choose the correct answer from the option given below (Any Ten) (10)

1. The _____ concept of marketing involves the effective use of aggressive advertising techniques for a product.
 - a) product concept
 - b) selling concept
 - c) exchange concept
 - d) production concept
2. _____ is the purpose of data warehousing in data mining Process.
 - a) Data storage
 - b) Data analysis
 - c) Data visualization
 - d) Data integration
3. _____ is an element of Sociographic Segmentation.
 - a) Age
 - b) Culture
 - c) Usage rate
 - d) lifestyle
4. _____ refers to the value of a brand in the market.
 - a) Brand image
 - b) Brand positioning
 - c) Brand Equity
 - d) Brand service
5. _____ means covering or wrapping of the product.
 - a) Branding
 - b) Packaging
 - c) Labelling
 - d) Pricing
6. _____ is the pricing strategy that involves setting prices low to attract customers.
 - a) Penetration pricing
 - b) Skimming pricing
 - c) Bundle pricing
 - d) Premium pricing.
7. _____ marketing is also called Network marketing.
 - a) Vertical
 - b) Horizontal
 - c) Multi-channel
 - d) Multi-level
8. _____ is not an important element of Integrated Marketing Communication.
 - a) Advertising
 - b) Public Relation
 - c) Sponsorship
 - d) Logistics
9. _____ is known as face-to-face selling.
 - a) Advertising
 - b) Personal Selling
 - c) Prospecting
 - d) Online Selling
10. The Market Challenger adopts strategy to attack _____.
 - a) Market Leader
 - b) Market Follower
 - c) Market Nicher
 - d) Market Performer
11. _____ marketing means marketing of eco-friendly products.
 - a) Local
 - b) Rural
 - c) Green
 - d) Digital
12. _____ skills are also called Inter-personal skills required by marketing manager.
 - a) Presentation
 - b) Decision-making
 - c) Human
 - d) Persuasion

Q.1 B) State whether the following statements are True or False (Any Ten) (10)

1. Product development involves identifying customer needs.
2. MIS is not susceptible to data quality issues.
3. Cultural background does not affect consumer behavior.
4. Brand loyalty is a factor in brand equity.
5. Packaging is concerned with safety of product.
6. Skimming pricing is used for innovative products.
7. Supply Chain Management is an element of Logistics.
8. Sponsorships help in brand visibility and corporate image.
9. Sales management is responsible for setting sales quotas.
10. Sharing customer data without consent or transparency is unethical.
11. Green marketing gives competitive advantage to the firm.
12. Erroneous product design leads to brand failure.

Q. 2 Answer any two of the following: (15)

- a) What is Marketing? Discuss the importance of marketing.
- b) Explain the steps in the process of Marketing Research.
- c) Describe the techniques of Customer Relationship Management.

Q. 3 Answer any two of the following: (15)

- a) Explain the various Product Decision Areas.
- b) What is Product Positioning? Explain its Strategies.
- c) Explain the objectives of Pricing.

Q. 4 Answer any two of the following: (15)

- a) Describe the factors influencing physical distribution of product.
- b) What is Promotion? Discuss the elements of promotion Mix.
- c) Discuss the emerging trends in Selling.

Q. 5 Answer any two of the following: (15)

- a) Explain the general role of Consumer Organizations.
- b) What is Digital Marketing? Explain the trends in digital marketing.
- c) Discuss the factors responsible for the success of a brand in India with suitable examples.

Q.6 Write Short Notes on (Any four) (20)

- a) Strategic Marketing
- b) Market targeting
- c) Branding
- d) Supply Chain Management
- e) Rural marketing
- f) Personal selling