

Duration: 2 ½ Hours

Marks: 75

(1) (A) Fill in the blanks with the correct option and complete the statement: (Any Eight) (8)

- (1) _____ means giving suitable name or symbol to the product.
(a) Branding (b) Labelling (c) Advertising
- (2) Marketing mix is the combination of four basic marketing variables namely, product, price, promotion, and _____.
(a) Advertising (b) Person (c) Place
- (3) _____ enables all businesses to have a truly global reach.
(a) E-Marketing (b) Direct Marketing (c) Green Marketing
- (4) _____ Means of marketing are like a monologue.
(a) Traditional (b) Modern (c) Internet
- (5) _____ is an important element of the rural marketing.
(a) Salesmanship (b) Communication (c) Advertising
- (6) One of the important constituents of rural marketing mix is _____.
(a) Branding (b) Promotion (c) Pricing
- (7) The main objective of integrated marketing communication is to influence _____.
(a) Consumer Behaviour (b) Sellers Behaviour (c) Advertising
- (8) Services are deeds, processes and _____.
(a) Performances (b) delivery (c) exchanges
- (9) Service has a high degree of _____.
(a) Branding (b) Perishability (c) Seperability
- (10) _____ enables production and transfer of goods and services strictly as per schedule.
(a) Sales promotion (b) Marketing (c) Logistics

(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) Research is a detailed, systematic, and comprehensive study of a problem.
- (3) E-Marketing lacks personal touch.
- (4) Digital Marketing is not a cost-effective business option for beginners.
- (5) Communication infrastructure like post, telegraphs and telephones is quite adequate in rural Areas.

- (6) Marketing is an important social environmental activity.
- (7) Mandi is the market of Industrial produce and inputs.
- (8) Average delighted customers spend less with more hassle.
- (9) In a typical buying process the consumer passes through seven stages.
- (10) A major problem in rural areas is the lack of purchasing power.

(2) (a) Define Marketing? Explain Scope of marketing. (8)

(b) Explain Importance of marketing? (7)

OR

(c) Explain Marketing Research and its Feature. (8)

(d) Explain functions of marketing channels. (7)

(3) (a) What are the characteristics of service marketing. (8)

(b) Explain the different types of buying behaviour. (7)

OR

(c) Define Rural Marketing and explain its Scope. (8)

(d) Explain factors influencing Buyers behaviour. (7)

(4) (a) Explain E-Marketing and its Benefits. (8)

(b) Explain factors influencing choice of Location. (7)

OR

(c) Explain problems faced in physical distribution relating to rural market. (8)

(d) What is Internet Marketing and explain its Advantages. (7)

(5) (a) Explain attractiveness of rural market? (8)

(b) Explain 2P + 2C + 3S Formula in E-Marketing? (7)

OR

(5) Write short notes on (Any Three): (15)

(a) 7 P's of Service Marketing Mix

(b) Persuasive Communication

(c) Personal selling in rural region

(d) Marketing Logistics Objectives.

(e) E-CHOUPAL