

ALL QUESTIONS ARE COMPULSORY

Q1 OBJECTIVE QUESTIONS

(A) FILL IN THE BLANKS WITH CORRECT OPTION GIVEN IN BRACKETS

(ANY 8)

(08)

1. According to _____ concept, consumers will prefer products that offer best quality, performance or innovative features. (Product , Exchange , Selling)
2. Advertising is _____ in nature. (Personal, Non personal, Direct)
3. Under _____ pricing strategy , higher price is charged at the time of Introduction.(Skimming , Dual , Penetration)
4. _____ is a paid form of promotion. (Advertising, Publicity, Sales Promotion)
5. _____ helps in protecting the goods from damage during transportation. (Insurance, Tracking, Packaging)
6. At the introduction stage of Product Life Cycle, a business firm resorts to creating _____. (brand value, brand awareness , brand history)
7. _____ data is the first hand information collected for research. (Primary, Secondary, Outdated)
8. _____ is the important element of demographic segmentation. (Life style, Location, Age)
9. _____ is the important element of sociographic segmentation. (Gender, Culture, Age)
10. _____ data refers to the data which is readily available. (Primary , Secondary, New)

(B) STATE WHETHER THE FOLLOWING STATEMENTS ARE TRUE OR FALSE

(ANY 7)

(07)

1. Marketing Research includes only consumer research.
2. Culture is important element of behavioural segmentation.
3. Consumer Behaviour is always predictable.
4. In skimming pricing, the marketer charges high price to gain high market share.
5. In Product Life Cycle, at growth stage demand for the product increases.
6. Marketing Research includes only consumer research.
7. Consumer Behaviour of all the urban youth is same in nature
8. Marketing Research includes consumer research.
9. The term Marketing and Selling are synonymous.
10. Internet Marketing is the marketing of goods through online mode.

Q 2 WRITE THE FOLLOWING ANSWERS (ANY 2) (15)

1. What is Marketing ? Explain the 4 P's of Marketing?
2. Explain the functions of Marketing ?
3. Explain the buying decision process ?

Q 3 WRITE THE FOLLOWING ANSWERS (ANY 2) (15)

1. Explain the limitations of Internet Marketing
2. Explain the various stages in Product Life Cycle (PLC) with the help of diagram.
3. What is Marketing Research? Explain the types of Marketing research.

Q 4 WRITE THE FOLLOWING ANSWERS (ANY 2) (15)

1. Explain the Maslow's Hierarchy Theory with the help of diagram.
2. What are the bases of Market Segmentation.
3. Explain the importance of Advertising.

Q5 SHORT NOTES (ANY 3) (15)

1. Advantages of Internet Marketing
2. ASCI
3. Marketing Information System
4. 3 C's of Marketing.
5. Types of Marketing Research

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