

[Time: 2½ Hours]

[Marks:75]

N.B:

- Please check whether you have got the right question paper.
1. All questions are compulsory.
 2. Figures to the right indicate full marks.

- Q.1 Answer any two of the following. 15
- a) Define Marketing. Explain features of Marketing.
 - b) Explain the evolution of Marketing Concepts.
 - c) What is Social Marketing? Explain its importance.
- Q.2 Answer any two of the following. 15
- a) Define Marketing Information System. What are the components of Marketing Information System?
 - b) What is the meaning of Consumer Behaviour? Explain consumer buying decision process.
 - c) What is Product Positioning? Explain the various strategies for Product Positioning.
- Q.3 Answer any two of the following. 15
- a) What is Marketing Mix? What are the various areas of Product Decisions?
 - b) What is Brand Equity? Discuss the factors influencing Brand Equity.
 - c) What is the meaning of Pricing? Explain the significance of Pricing.
- Q.4 Answer any two of the following. 15
- a) What is Physical Distribution? Describe recent trends in distribution.
 - b) Define Advertising. Explain features of Advertising.
 - c) What is Direct Marketing? Explain different forms of Direct Marketing.
- Q.5 Fill in the blanks by choosing appropriate options given below. 05
- i) _____ gives a distinct identity to a product.
 - a) Branding
 - b) Research
 - c) Pricing
 - d) None of them
 - ii) _____ Marketing refers to the process of selling products or services based on their environmental benefits.
 - a) Green
 - b) Event
 - c) Social
 - d) All of them
 - iii) _____ is authentic and credible information.
 - a) Primary
 - b) Secondary
 - c) Rural
 - d) Urban
 - iv) During _____ stage product is launched in the market.
 - a) Introduction
 - b) Growth
 - c) Maturity
 - d) Decline
 - v) _____ are short term incentives to stimulate demand for a product.
 - a) Sales Promotion
 - b) Selling
 - c) Marketing
 - d) Advertising

- B) State whether the following statements are true or false
- Exchange is the essence of Marketing.
 - Viral Marketing is traditional form of Marketing.
 - Consumer Behaviour is predictable.
 - Packing acts as a silent salesman.
 - Publicity is paid form of communication.

C) Match the followings.

- Group A
- Marketing Research
 - Digital Marketing
 - Event Marketing
 - Geographic Segmentation
 - Labelling

- Group B
- On urban, Rural basis
 - Survey Method
 - Product Life Cycle
 - Email
 - Sponsorship
 - Printed information on the product
 - Distribution Channels

munotes.in