

TYBcom  
MH RM

QP Code : 04307

(2 ½ Hours)

[Total Marks : 75]

- N.B. : (1) All questions are compulsory.  
(2) Figures to the right indicate full marks.

1. Answer any Two of the following.

15

- (a) Define Marketing. Explain the importance of Marketing.
- (b) Briefly describe evolution of the Marketing concept.
- (c) Explain the term 'Digital Marketing'. Discuss various forms of Digital Marketing.

2. Answer any Two of the following.

15

- (a) Explain the term Marketing Information System. Describe the components of Marketing Information System.
- (b) What is meant by Consumer Behaviour? Briefly explain various factors influencing Consumer Behaviour.
- (c) Define Market Segmentation. Briefly explain the importance of Market Segmentation.

3. Answer any Two of the following.

15

- (a) Explain the meaning of Marketing Mix. "The Success of a firm depends on the blending of Marketing Mix". Explain.
- (b) What is Brand Equity? Discuss the factors influencing Brand Equity.
- (c) What is Pricing? Explain the objectives of Pricing in brief.

4. Answer any Two of the following.

15

- (a) Explain the term Physical Distribution. Discuss different types of distribution channels for consumer products.
- (b) What is Publicity? Describe the features of Publicity in brief.
- (c) What is meant by Integrated Marketing Communication? Explain the various components of Integrated Marketing Communication.

5. (a) Fill in the blanks by choosing the appropriate options given below :-

5

- (i) According to \_\_\_\_\_ concept, consumers will prefer products that offer best quality, performance or innovative features.

(a) Product (b) Exchange (c) Selling (d) Production

- (ii) \_\_\_\_\_ data refers to the information which is readily available.

(a) Primary (b) Secondary (c) Section (d) Political

- (iii) Under \_\_\_\_\_ pricing strategy, higher price is charged at the time of introduction.

(a) Penetration (b) Skimming (c) Follow the leader (d) Dual

(iv) Brand \_\_\_\_\_ is a strategy in which a firm uses an existing brand name to introduce a new product.

- (a) Extension (b) Positioning (c) Equity d) Loyalty
- (v) Advertising is \_\_\_\_\_ in nature.
- (a) Private (b) Personal (c) Non-personal d) Direct

5. (b) State whether the following statements are **True** or **False**.

- (i) Green Marketing is restricted to marketing of products only.
- (ii) Consumer behaviour is always predictable.
- (iii) The marketing mix variables need not be interlinked to one another.
- (iv) Viral Marketing is E-word of mouth.
- (v) Logistics relates to physical distribution of goods.

5. (c) Match the following :-

Group 'A'	Group 'B'
(1) Buying Process	(a) Small but profitable
(2) Direct Marketing	(b) Samples
(3) Break Even Point	(c) Need recognition
(4) Niche Marketing	(d) No intermediary
(5) Sales promotion	(e) Industrial Products
	(f) Logo
	(g) Recovery of Cost

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