

Q.1 Multiple choice questions. (All questions are compulsory.)

40 Marks

- 1) When product performance exceeds customer expectations, the customers are _____.
A) satisfied B) dissatisfied C) delighted D) astonished
- 2) _____ consists of advertising, sales promotion, personal selling, etc.
A) promotion mix B) product mix C) place mix D) Distribution mix
- 3) Promotion in the traditional marketing mix is to be replaced by _____.
A) Consumer B) Communication C) Convenience D) cost
- 4) _____ research covers studying consumer profile and their buying pattern.
A) Dealer B) Market C) Product D) Consumer
- 5) Marketing decision support system is an important component of _____.
A) Marketing research B) MIS C) Marketing mix D) Marketing Environment
- 6) The _____ product is the product of the future.
A) expected B) Augmented C) Core D) potential
- 7) A _____ pricing strategy aims at high profit margins in the early stages of product introduction.
A) standard B) Skimming C) Penetration D) flexible
- 8) In case of _____ a firm communication about its goals and interests to the public.
A) Public relation B) advertising C) publicity D) Salesmanship
- 9) _____ is an important element of demographic segmentation.
A) Life style B) Culture C) Area D) Age
- 10) _____ marketing encourages individuals to pass on a marketing message to others.
A) Internet B) Viral C) Relationship D) social media
- 11) Marketing is a systematic process of identifying _____ needs and wants.
A) dealer B) Supplier C) Customer D) Manager
- 12) _____ is a paid form of non-personal promotion of ideas, goods, and services by an identified sponsor.
A) Branding B) Publicity C) Personal Selling D) Advertising
- 13) A purpose of CRM is to enhance _____ loyalty.
A) Customer B) Store C) Brand D) Product
- 14) The _____ environment consists of culture, traditions, beliefs, values and lifestyles of society.
A) Socio Cultural B) Natural C) Political D) Economic
- 15) _____ research studies dealers' contribution in increasing sales.
A) Market B) Dealer C) Consumer D) Product
- 16) _____ is the impression, which one forms about a certain situation or object.
A) Perception B) Motive C) Learning D) Attitude
- 17) Mass marketing strategy is also called as _____ marketing strategy.
A) Differentiated B) Concentration C) Undifferentiated D) Niche
- 18) _____ is the planning and implementation of programs designed to bring about social change.
A) Social marketing B) Internet marketing C) Social media marketing D) Viral marketing
- 19) According to Philip Kotler, there are _____ levels of product.
A) Five B) Four C) Six D) Three

20) Market segmentation is the _____ activity of a marketer.

A) Secondary B) Primary C) Tertiary D) random

Q.2 A) Discuss the 4P's of Marketing.

5 Marks

B) Write the distinguish between Marketing and Selling.

5 Marks

OR

C) Discuss the various Components of Marketing Environment.

10 Marks

Q.3 A) Discuss the advantages of Internet Marketing.

5 Marks

B) Discuss the Importance of Market Segmentation.

5 Marks

OR

C) What is Branding? Explain the role of Branding.

10 Marks

Q.4 Write Short notes on: (Any three)

15 Marks

1) 4C's of Marketing

2) Types OF Marketing Research

3) Levels of Product

4) Elements of Promotion

5) Social Marketing