

N.B.: (1) All questions are compulsory

Q1. A Choose the right answer (Any Eight)

(8)

1. Marketing activities are to _____ consumer needs.
i) Postpone ii) Multiply iii) Satisfy iv) Agree
2. Marketing brings transfer _____ of goods.
i) Possession ii) Place iii) Ownership iv) Price
3. Marketing information system is _____ oriented.
i) Future ii) Past iii) Present iv) Current
4. Marketing research is a _____ proposition.
i) Costly ii) Logical iii) Poor iv) Invalid
5. _____ means adding a lower-priced item.
i) Trading up ii) Trading down iii) Trading iv) Trading high
6. _____ is a long term pricing strategy.
i) Skimming pricing ii) Penetration pricing iii) Transfer pricing iv) Fixed pricing
7. _____ is not a stage in product life cycle.
i) Growth ii) Decline iii) Continuity iv) Introduction
8. Market is dividing the total market into sub-markets _____.
i) Segmentation ii) Targeting iii) Positioning iv) Distribution
9. E-Marketing has _____ reach.
i) Individual ii) National iii) Global iv) Local
10. Under _____ strategy, a product is associated with a user.
i) Product class ii) Product user iii) Product use iv) Product base

Q1.B. State whether the following statements are True or False (Any Seven)

(7)

1. Marketing facilitates satisfaction of human wants.
2. Price mix includes discounts.
3. Marketing environment is uncontrollable.
4. Zero level distribution channel is the shortest channel.
5. Consumer behaviour is certain.
6. Marketing research includes only consumer research.
7. Brand helps to identify one product from the other.
8. Promotion supports advertising and personal selling.
9. E-Marketing is cost effective.
10. Marketing through Twitter and Facebook is Social Media marketing.

Q2. A. What do you mean by marketing? Explain the features of marketing.

(8)

B. Write the difference between marketing and selling

(7)

OR

C. Explain the scope of marketing.

(8)

D. Discuss the 4C's of marketing.

(7)

Q3. A. Define marketing environment and explain its features.

(8)

B. What do you mean by MIS? Explain features of MIS.

(7)

OR

C Discuss any two types of marketing research.

(8)

D. Explain importance of consumer behaviour in marketing.

(7)

Q4. A. What is target marketing? Explain its importance.

(8)

B. Explain the reasons for failure of new products.

(7)

OR

C. Explain briefly pricing strategies.

(8)

D. Describe the main features of internet marketing.

(7)

Q5. A. Explain briefly the types of marketing channels.

(8)

B. Explain important positioning strategies.

(7)

OR

Q5. Write short notes on following (Any three)

(15)

1. 4P's of Marketing
2. Micro environment
3. Packing and Packaging
4. Social Marketing
5. Segmentation