

[Time: 2.30 Hours]

[ Marks:75]

Please check whether you have got the right question paper.

- N.B:
1. All questions are compulsory.
  2. Answer to sub-questions must be written together.

Q.1. A. Choose the right answer (Any Eight)

(8 marks)

1. The \_\_\_\_\_ concept lays emphasis on conservation of environment (marketing, societal, holistic)
2. Marketing is a systematic process of satisfying needs and wants of \_\_\_\_\_ (customer, dealer, supplier)
3. \_\_\_\_\_ refers to set of product offered by a firm for sale. (Product Mix, Product design, Product selling)
4. \_\_\_\_\_ takes place when two or more stages of distribution channel are combined and managed by one firm. (Vertical Marketing System, Horizontal Marketing System, Third Party Logistics)
5. In \_\_\_\_\_ strategy, a higher price product is added to existing product line. (Trading up, Trading down, Continuation)
6. Trading \_\_\_\_\_ means adding a lower price product to a company's product line (Down, Up, Balance)
7. \_\_\_\_\_ is the planning and implementation of programs designed to bring about social change. (Social Media marketing, Social marketing, Viral marketing)
8. Positioning gives the product \_\_\_\_\_ (USP, PSU, UPS)
9. \_\_\_\_\_ Marketing refers to marketing to small segment of market. (Niche, Small, Special)
10. \_\_\_\_\_ is used to promote a product through internet. (E-Marketing, Targeting, Positioning)

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

(7 marks)

- a. Human wants are unlimited.
- b. Marketing links producers and consumers together for mutual benefits.
- c. Process of marketing is applicable only to Business organizations.
- d. Information search is an important step in buying decision process.
- e. Age is an important element of demographic segmentation
- f. Marketing environment is uncontrollable.
- g. Zero level channel is the shortest channel.
- h. Promotion supports advertising and personal selling.
- i. E- marketing has global reach.
- j. Positioning is what the marketing manager does to the minds of the consumers.

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- Q.2. a. What do you mean by marketing? Discuss its advantages (8 marks)  
b. Discuss the 4C's of marketing (7 marks)

OR

- Q2. c. Distinguish between marketing and selling (8 marks)  
d. Explain the PEST Analysis (7 marks)

- Q.3. a. "Packaging is a silent salesman" Justify (8 marks)  
b. What do you mean by marketing environment? Explain the importance (7 marks)

OR

- c. Discuss any two types of marketing research (8 marks)  
d. What is consumer behavior? Explain its features (7 marks)

- Q.4. a. What is marketing mix? Discuss its elements (8 marks)  
b. Explain the reasons for failure of new products (7 marks)

OR

- c. Discuss the product life cycle with the help of a diagram (8 marks)  
d. Explain the role of branding in marketing of products (7 marks)

- Q.5. a. Discuss the basis of segmenting market (8 marks)  
b. What is positioning? Explain its importance (7 marks)

OR

- Q5. Short Notes: (Any 3) (15 marks)  
i. Discuss the various pricing strategies  
ii. Explain the factors affecting channel selection of products  
iii. Significance of promotion  
iv. Marketing using social media  
v. Features of MIS