

[Time: 2½ Hours]

[ Marks:75]

Please check whether you have got the right question paper.

N.B:

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
- i) Exchange is the essence of Marketing.
  - ii) Viral Marketing is traditional form of Marketing.
  - iii) Consumer Behaviour is predictable.
  - iv) Packing acts as a silent salesman.
  - v) Publicity is paid form of communication.

C) Match the followings.

- Group A
- 1) Marketing Research
  - 2) Digital Marketing
  - 3) Event Marketing
  - 4) Geographic Segmentation
  - 5) Labelling

- Group B
- a) On urban, Rural basis
  - b) Survey Method
  - c) Product Life Cycle
  - d) Email
  - e) Sponsorship
  - f) Printed information on the product
  - g) Distribution Channels