

MHRW

Q.P. Code : 17909

(2½ 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 in brief functions of marketing.
 (b) What is Customer Relationship Management ? Discuss the techniques of customer relationship management.
 (c) What are the challenges before marketing manager in global markets?
2. Answer any Two of the following: 15
 (a) Define Marketing Research. Briefly explain the steps in marketing research process.
 (b) Define Market Segmentation. Explain the bases of market segmentation.
 (c) What is Product Positioning? Discuss various positioning strategies.
3. Answer any Two of the following: 15
 (a) Explain the concept of Marketing Mix . Discuss various product decision areas.
 (b) Explain the term Brand. Describe different factors influencing branding.
 (c) What is Pricing? Explain the significance of pricing.
4. Answer any Two of the following: 15
 (a) Explain the term Physical Distribution. What are the various components of physical distribution?
 (b) What is Public Relations? Explain the partners in public relations.
 (c) What is the meaning of Integrated Marketing Communication? Explain the features of IMC.
5. (a) Fill in the blanks by choosing the appropriate options given below. 5
 (1) Concept of marketing emphasizes on product excellence.
 (a) Exchange (b) Production
 (c) Selling (d) Product
 (ii) When the business firm exceeds customer's expectations, it is
 (a) Customer dissatisfaction (b) Customer satisfaction
 (c) Customer plight (d) Customer delight
 (iii) data can be collected by Desk Research.
 (a) Primary (b) Tertiary
 (c) Useless (d) Secondary

- (iv) Marketing by electronic word of mouth is
- (a) Green (b) Event
(c) Tele (d) Viral
- (v) is not a component of MIS.
- (a) Marketing research
(b) Marketing decision support system
(c) Internal company records
(d) Event marketing

5. (b) State whether the following statements are true or false.
- (i) Strategic marketing management is proactive in nature.
(ii) Niche marketing involves marketing the product to everyone.
(iii) In value pricing, the firm charges a price that is based on the price of the competitor.
(iv) Advertising and Publicity are synonymous terms.
(v) Personal selling is one of the components of product mix.

5. (c) Match the following.

Group A

- (1) Green Marketing
(2) Cultural factor
(3) Brand Equity
(4) Perishable products
(5) Product life cycle

Group B

- (a) Shorter distribution channel
(b) Maturity stage
(c) Disposable income
(d) Incremental value of a brand
(e) Pricing strategy
(f) Marketing of environmentally friendly products
(g) Belief and tradition