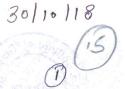
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[Time: 3 Hours]

[Marks: 100]

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.

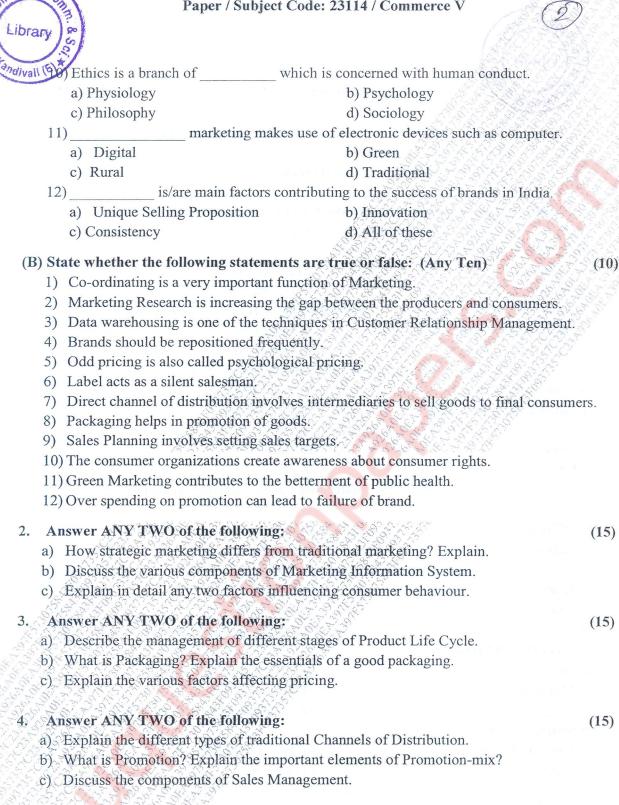
1. (A)	Select the most appropriate answer fro	om the options given below (Any Ten) (10)
1)	The concept rests on	four pillars: target market, customer needs,
	integrated marketing and profitability.	
	a) Product	b) Production
	c) Marketing	d) Holistic
2)	With the help ofmark	teters can analyze customer behavior.
	a) Marketing Research	b) Enterprise
	c) Production concept	d) None of these
3)	is one of the patterns of target market selection.	
	a) Full market coverage	b) Half market coverage
	c) Middle market coverage	d) All of these
4)	is an element of the Marketing Mix.	
	a) Profit	b) Price
	c) Investment	d) Plan
5)	is the part of the product that carries information about the product	
	the seller.	
	a) Channels	b) Profit
	c) Label	d) Decision
6)	when registered becomes a trademark.	
	a) Brand	b) Product
	c) Patent	d) Copyright
7)	In distribution system, two or more firms at the same level come together	
	for marketing purpose.	
	a) Horizontal	b) Multi-Channel
	c) Multi-Level	d) None of these
8)	includes tools like discounts, coupons, free samples etc. used to	
	stimulate demand.	
	a) Public Relations	b) Sales Promotion
	c) Supply	d) Publicity
9)	is one of important steps in personal selling.	
	a) Blurring	b) Prospecting
	c) Reporting	d) Mentoring
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Answer ANY TWO of the following:

(15)

- a) Explain the competitive strategies for Market Leaders and Market Followers.
- b) What are the features of Indian Rural Market?
- c) Elaborate various careers in marketing in 21<sup>st</sup> century.

## Write short notes on ANY FOUR of the following:

(20)

- a) Importance of Marketing.
- b) Bases of Market segmentation.
- c) Strategies of product positioning.
- d) Integrated Marketing Communication.
- e) Unethical practices in Marketing.
- f) Factors contributing to success of a brand.







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