

Date:  
04/03/25

TIME: 3 HOURS

MARKS: 100

Q.1 A Select the most appropriate answer from the options given below (Any Ten) (10)

- 1 According to \_\_\_\_\_ concept, consumers will prefer products that are inexpensive and widely available.
  - a) Product
  - b) Exchange
  - c) Selling
  - d) Production
- 2 \_\_\_\_\_ is the basis of behavioral segmentation.
  - a) User rate
  - b) Life style
  - c) Family Size
  - d) Social Class
- 3 Consumer buy products with \_\_\_\_\_ buying motives.
  - a) Similar
  - b) Comparable
  - c) equivalent
  - d) different
- 4 The \_\_\_\_\_ mix is applicable not only to business organisations but also to non-business organisations.
  - a) Marketing
  - b) Product
  - c) Promotional
  - d) Service
- 5 \_\_\_\_\_ is the external factor of the company that affects pricing decisions.
  - a) Costs
  - b) Corporate Image
  - c) Competition
  - d) Objectives of the firm
- 6 \_\_\_\_\_ refers to protective covering of the product used in safely handling goods.
  - a) Positioning
  - b) Branding
  - c) Packing
  - d) Pricing
- 7 For distribution of high priced luxury goods \_\_\_\_\_ is the most suitable distribution channel.
  - a) Indirect distribution
  - b) Retail Distribution
  - c) Exclusive showrooms
  - d) Multi Level
- 8 \_\_\_\_\_ is one of the elements in promotion.
  - a) Transport
  - b) Warehousing
  - c) Packaging
  - d) Logistics
- 9 \_\_\_\_\_ is the personal communication of information, to stimulate target audience
  - a) Personal selling
  - b) Sales promotion
  - c) Sponsorship
  - d) Advertising
- 10 \_\_\_\_\_ holds the top position in the market.
  - a) Market Leader
  - b) Market Challenger
  - c) Market Follower
  - d) Market Nicher
- 11 Rural consumers are \_\_\_\_\_.
  - a) Price insensitive
  - b) Price senseless
  - c) Price sensitive
  - d) Price indifferent
- 12 Coupons, vouchers, discounts, exchange offers etc. are looked after by \_\_\_\_\_ Manager.
  - a) Product Development
  - b) Brand
  - c) Logistics
  - d) Sales Promotion

**B State whether the following statements are true OR false: (Any Ten)** 10

- 1 Sales promotion is long term incentives given by the seller in order to promote the sale of the product in the market.
- 2 Under Sociographic segmentation, markets can be segmented on the basis of sociological factors like culture, socio-class etc.
- 3 In market specialization targeting strategy, marketer sells multiple products to a selected segment.
- 4 Brand Positioning gives a distinctive identity to the brand.
- 5 The marketing mix is not a static concept.
- 6 In skimming pricing, the main objective is to gain large market share.
- 7 Direct channel of distribution involves intermediaries to sell goods to final consumers.
- 8 Publicity is one of the important elements of promotion.
- 9 Sales people need not have time management skills.
- 10 The niche marketer markets the products in a wider market area.
- 11 Van publicity, puppet shows, Hoardings etc. are some of the media used in rural marketing.
- 12 The successful brand has an unique selling proposition (USP).

**Q.2 Answer ANY TWO of the following** 15

- a) State the comparison between traditional marketing management and strategic marketing management.
- b) Explain the Components of Marketing Information System.
- c) What is Market Segmentation? Briefly explain the bases of market segmentation.

**Q.3 Answer ANY TWO of the following** 15

- a) Explain the various product decision areas.
- b) What are the importance of Service Positioning?
- c) Describe the objectives of Pricing.

**Q.4 Answer ANY TWO of the following** 15

- a) Explain the different types of traditional Channels of Distribution.
- b) Discuss the importance of promotion in marketing.
- c) What are the different components of sales management?

**Q.5 Answer ANY TWO of the following 15**

- a) What do you mean by Marketing Ethics? Discuss some of the unethical practices in marketing.
- b) What is Digital Marketing? Explain the trends in Digital Marketing.
- c) Explain the reasons for failure of brands in India with suitable examples.

**Q.6 Write short notes on ANY FOUR of the following 20**

- a) Functions of marketing
- b) Customer Relationship Management
- c) Product Branding
- d) Personal Selling
- e) Green Marketing
- f) Skills set required for effective marketing.

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