

Time :- 3 Hours

N.B. : 1) All questions are compulsory

2) Figures to the right indicate full marks.

Q.1 Choose the correct answer from the options given below (Any 10)

10

A

1 _____ assumes that the consumer's response will increase with promotional efforts.

- a) Production concept
c) Marketing concept

- b) Product concept
d) Selling concept.

2 _____ is a systematic method of collecting, recording and analysing data, which is used to solve marketing problems.

- a) Marketing Research
c) Market Targeting

- b) Customer Relationship Management
d) Data Mining.

3 In _____ segmentation, marketer studies the variables of the population such as age, gender education, income and so on.

- a) Geographic
c) Sociographic

- b) Demographic
d) Psychographic

4 _____ is the added value that a brand gives to a product.

- a) Brand Loyalty
c) Brand Awareness

- b) Brand Equity
d) Brand Image

5 _____ is a challenge in service positioning as services cannot be stored.

- a) Tangibility
c) Homogeneity

- b) Perishability
d) Separability

6 _____ pricing involves adding a mark-up to cost.

- a) Cost-plus
c) Penetration

- b) Psychological
d) Differential

7 In case of export of certain goods like minerals etc., manufacturer can sell their products only through _____.

- a) Producers
c) Canalizing agencies

- b) Retailers
d) Dealers

8 _____ refers to the selling efforts by sales persons to convince customers.

- a) Publicity
c) Sponsorships

- b) Sales promotion
d) Personal Selling

9 _____ is an important element of Sales Management.

- a) Sales Planning
c) Tax Planning

- b) Production Planning
d) Environment Planning

10 The role of Consumer Organization is to protect the interest of _____.

- a) Government
c) Customer

- b) Banker
d) Manufacturer

