

[Time: 2.30 Hours]

[Marks:75]

Please check whether you have got the right question paper.

- N.B:
1. All questions are compulsory.
 2. Answer to sub-questions must be written together.

Q.1. A. Choose the right answer (Any Eight)

(8 marks)

1. The _____ concept lays emphasis on conservation of environment (marketing, societal, holistic)
2. Marketing is a systematic process of satisfying needs and wants of _____ (customer, dealer, supplier)
3. _____ refers to set of product offered by a firm for sale. (Product Mix, Product design, Product selling)
4. _____ takes place when two or more stages of distribution channel are combined and managed by one firm. (Vertical Marketing System, Horizontal Marketing System, Third Party Logistics)
5. In _____ strategy, a higher price product is added to existing product line. (Trading up, Trading down, Continuation)
6. Trading _____ means adding a lower price product to a company's product line (Down, Up, Balance)
7. _____ is the planning and implementation of programs designed to bring about social change. (Social Media marketing, Social marketing, Viral marketing)
8. Positioning gives the product _____ (USP, PSU, UPS)
9. _____ Marketing refers to marketing to small segment of market. (Niche, Small, Special)
10. _____ is used to promote a product through internet. (E-Marketing, Targeting, Positioning)

Q1. B. State whether the following statements are True or False (Any Seven)

(7 marks)

- a. Human wants are unlimited.
- b. Marketing links producers and consumers together for mutual benefits.
- c. Process of marketing is applicable only to Business organizations.
- d. Information search is an important step in buying decision process.
- e. Age is an important element of demographic segmentation
- f. Marketing environment is uncontrollable.
- g. Zero level channel is the shortest channel.
- h. Promotion supports advertising and personal selling.
- i. E- marketing has global reach.
- j. Positioning is what the marketing manager does to the minds of the consumers.

- Q.2. a. What do you mean by marketing? Discuss its advantages (8 marks)
 b. Discuss the 4C's of marketing (7 marks)

OR

- Q2. c. Distinguish between marketing and selling (8 marks)
 d. Explain the PEST Analysis (7 marks)

- Q.3. a. "Packaging is a silent salesman" Justify (8 marks)
 b. What do you mean by marketing environment? Explain the importance (7 marks)

OR

- c. Discuss any two types of marketing research (8 marks)
 d. What is consumer behavior? Explain its features (7 marks)

- Q.4. a. What is marketing mix? Discuss its elements (8 marks)
 b. Explain the reasons for failure of new products (7 marks)

OR

- c. Discuss the product life cycle with the help of a diagram (8 marks)
 d. Explain the role of branding in marketing of products (7 marks)

- Q.5. a. Discuss the basis of segmenting market (8 marks)
 b. What is positioning? Explain its importance (7 marks)

OR

- Q5. Short Notes: (Any 3) (15 marks)

- i. Discuss the various pricing strategies
- ii. Explain the factors affecting channel selection of products
- iii. Significance of promotion
- iv. Marketing using social media
- v. Features of MIS