

Time: 2.5 hours

Marks: 75



Note: 1) All questions are compulsory with internal choice.

2) Figures to the right indicate marks

Q1. A) Fill in the blanks: (Any – 8)

(8 Marks)

1. _____ includes the various activities the company undertakes to make the product available to target audience. (Product, Place, Promotion)
2. At the introductory stage of PLC, a business firm resorts to creating _____. (Brand awareness, Brand value, Brand history)
3. _____ involves preparing and placing attractive displays of a new product. (Merchandising, Salesmanship, Sales Promotion)
4. _____ is the act of designing the company's offering and image to occupy a distinctive place in the mind of the target market. (Segmentation, Targeting, Positioning)
5. _____ is a form of consumer-oriented promotion techniques. (Exchange offers, trade discount, Dealer conferences)
6. _____ refers to subdividing a larger market into smaller markets. (Market segmentation, Niche marketing, Marketing research)
7. A _____ strategy involves marketing efforts – mainly personal selling and trade promotion - directed to intermediaries to induce them to stock and promote the product to end users. (push, pull, distribution)
8. According to Philip Kotler, there are _____ levels of product. (Three, Four, Five)
9. _____ is a set of marketing tools that the firm uses to pursue its marketing objectives in the target market. (Marketing mix, Product mix, Marketing research)
10. _____ marketing refers to marketing to small segment of the market. (Niche, Small, Special)

Q1. B) State whether True or False: (Any – 7)

(7 Marks)

1. Internet marketing is also referred to as online marketing.
2. Place includes a push strategy and a pull strategy.
3. The two terms marketing and selling are synonymous.
4. Customer satisfaction is the outcome of a correlation between product performance and customer satisfaction.
5. MIS helps managers to recognize market trends.
6. Information search is an important step in buying decision process.

7. Multi segment strategy is also known as differentiated marketing strategy.
8. Marketing mix is not influenced by environmental factors.
9. The direct channel of distribution is also known as zero level marketing channel.
10. Proper positioning helps to generate demand for the product in the market.

Q2. Define marketing. Discuss the 4Ps and 4Cs of marketing. (15 Marks)

OR

- Q2. A) Explain the scope of marketing. (8 Marks)
- B) Explain the core marketing concepts. (7 Marks)

Q3. Discuss the types of distribution channels. (15 Marks)

OR

- Q3. A) Distinguish between marketing and selling. (8 Marks)
- B) Explain the micro environment. (7 Marks)

Q4. What is internet marketing? Explain the advantages and disadvantages of internet marketing. (15 Marks)

OR

- Q4. A) Discuss the failure of new product. (8 Marks)
- B) Explain the new product development process. (7 Marks)

- Q5. A) Explain the reason for product lines. (8 Marks)
- B) Discuss the main objectives of pricing. (7 Marks)

OR

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

- a) Product Mix
- b) Levels of product
- c) Product Life Cycle
- d) Elements of promotion
- e) Mobile marketing