

F Y B M S

PRINCIPLES OF MARKETING

FYBMS Sem II Reg & A.T.K.T. Exam March 2020

Time : 2.5 hours

12/3/20

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. _____ is a process of launching a product in a very limited market area in order to find out the acceptance of the product by the customers. (Market Research, Test Marketing, Product design)
2. _____ includes the various activities the company undertakes to make the product available to target audience. (Product, Place, Promotion)
3. The _____ concept is adopted most aggressively by sellers of unsought goods. (product, selling, marketing)
4. _____ takes place when existing customers go for repeat purchases and also recommend the brand to others. (Brand equity, Brand loyalty, Brand image)
5. _____ means grouping of data into different categories. (Coding, Classification, Tabulation)
6. At the introductory stage of PLC, a business firm resorts to creating _____ . (Brand awareness, Brand value, Brand history)
7. According to Philip Kotler, there are _____ levels of product. (Three, Four, Five)
8. A _____ pricing strategy aims at high profit margins in the early stages of product introduction. (Skimming, Penetration, Standard)
9. _____ is an important element of behavioural segmentation. (Buying Motives, Gender, Region)
10. _____ 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)

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

(7 Marks)

1. The selling concept is the oldest concept of marketing.
2. Promotion is the traditional marketing mix is to be replaced by communication.
3. The MIS activity is a one-time affair.
4. Information search is an important step in buying decision process.
5. A company adopts the same marketing mix for all products.
6. Product line lengths refers to the different categories of product lines.
7. Multi segment strategy is also known as differentiated marketing strategy.
8. Internet marketing is also referred to as online marketing.

9. Relationship marketing places emphasis on building and maintaining long term relationships with valued customers, distributors, dealers and suppliers.

10. Marketing mix is a static concept.

Q2. What is consumer behavior. Discuss the factors influencing consumer behavior. (15 Marks)

OR

Q2. A) Explain the functions of marketing. (8 Marks)

B) Distinguish between Marketing research and MIS. (7 Marks)

Q3. What is market segmentation? Discuss bases of market segmentation. (15 Marks)

OR

Q3. A) Explain the micro environment. (8 Marks)

B) Explain the importance of consumer behavior. (7 Marks)

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

OR

Q4.A) Explain the factors influencing channel selection. (8 Marks)

B) Explain the different techniques of branding. (7 Marks)

Q5. A) Discuss the failure of new product. (8 Marks)

B) Explain the role and importance of packing. (7 Marks)

OR

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

- a) Product Life Cycle
- b) Pricing strategies
- c) Essentials of effective market segmentation
- d) Importance of positioning
- e) Mobile marketing