

[Time: 3 Hours]

[Marks: 100]

Please check whether you have got the right question paper.

- N.B. 1. All questions are **compulsory**.  
2. Figures to the **right** indicate **full marks**.

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

- 1) The \_\_\_\_\_ concept rests on four pillars: target market, customer needs, integrated marketing and profitability.
  - a) Product
  - b) Production
  - c) Marketing
  - d) Holistic
- 2) With the help of \_\_\_\_\_ marketers can analyze customer behavior.
  - a) Marketing Research
  - b) Enterprise
  - c) Production concept
  - d) None of these
- 3) \_\_\_\_\_ is one of the patterns of target market selection.
  - a) Full market coverage
  - b) Half market coverage
  - c) Middle market coverage
  - d) All of these
- 4) \_\_\_\_\_ is an element of the Marketing Mix.
  - a) Profit
  - b) Price
  - c) Investment
  - d) Plan
- 5) \_\_\_\_\_ is the part of the product that carries information about the product and the seller.
  - a) Channels
  - b) Profit
  - c) Label
  - d) Decision
- 6) \_\_\_\_\_ when registered becomes a trademark.
  - a) Brand
  - b) Product
  - c) Patent
  - d) Copyright
- 7) In \_\_\_\_\_ distribution system, two or more firms at the same level come together for marketing purpose.
  - a) Horizontal
  - b) Multi-Channel
  - c) Multi-Level
  - d) None of these
- 8) \_\_\_\_\_ includes tools like discounts, coupons, free samples etc. used to stimulate demand.
  - a) Public Relations
  - b) Sales Promotion
  - c) Supply
  - d) Publicity
- 9) \_\_\_\_\_ is one of important steps in personal selling.
  - a) Blurring
  - b) Prospecting
  - c) Reporting
  - d) Mentoring

**53718**

- 10) Ethics is a branch of \_\_\_\_\_ which is concerned with human conduct.
- a) Physiology
  - b) Psychology
  - c) Philosophy
  - d) Sociology
- 11) \_\_\_\_\_ marketing makes use of electronic devices such as computer.
- a) Digital
  - b) Green
  - c) Rural
  - d) Traditional
- 12) \_\_\_\_\_ is/are main factors contributing to the success of brands in India.
- a) Unique Selling Proposition
  - b) Innovation
  - c) Consistency
  - d) All of these

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

- 1) Co-ordinating is a very important function of Marketing.
- 2) Marketing Research is increasing the gap between the producers and consumers.
- 3) Data warehousing is one of the techniques in Customer Relationship Management.
- 4) Brands should be repositioned frequently.
- 5) Odd pricing is also called psychological pricing.
- 6) Label acts as a silent salesman.
- 7) Direct channel of distribution involves intermediaries to sell goods to final consumers.
- 8) Packaging helps in promotion of goods.
- 9) Sales Planning involves setting sales targets.
- 10) The consumer organizations create awareness about consumer rights.
- 11) Green Marketing contributes to the betterment of public health.
- 12) Over spending on promotion can lead to failure of brand.

**2. Answer ANY TWO of the following: (15)**

- a) How strategic marketing differs from traditional marketing? Explain.
- b) Discuss the various components of Marketing Information System.
- c) Explain in detail any two factors influencing consumer behaviour.

**3. Answer ANY TWO of the following: (15)**

- a) Describe the management of different stages of Product Life Cycle.
- b) What is Packaging? Explain the essentials of a good packaging.
- c) Explain the various factors affecting pricing.

**4. Answer ANY TWO of the following: (15)**

- a) Explain the different types of traditional Channels of Distribution.
- b) What is Promotion? Explain the important elements of Promotion-mix?
- c) Discuss the components of Sales Management.

**5. Answer ANY TWO of the following:**

**(15)**

- a) Explain the competitive strategies for Market Leaders and Market Followers.
- b) What are the features of Indian Rural Market?
- c) Elaborate various careers in marketing in 21<sup>st</sup> century.

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

**(20)**

- a) Importance of Marketing.
- b) Bases of Market segmentation.
- c) Strategies of product positioning.
- d) Integrated Marketing Communication.
- e) Unethical practices in Marketing.
- f) Factors contributing to success of a brand.







- ९) विक्रय नियोजनात विक्रय लक्ष्य उभारल्या जाते.  
१०) ग्राहक संघटना ग्राहकाच्या अधिकारासाठी जागरूकता निर्माण करतात.  
११) हरित विपणन जनतेच्या स्वास्थ्याच्या चांगल्यासाठी योगदान देते.  
१२) वृद्धीवर जास्तीचा खर्च बोधनामांकनाच्या अयशस्वीतेला कारणीभूत ठरू शकतो.

**प्र.२ खालील पैकी कोणतेही दोन प्रश्नाची उत्तरे लिहा. (१५)**

- अ) व्युहरचनात्मक विपणन हे पारंपारिक विपणनापेक्षा कसे वेगळे आहे? स्पष्ट करा.  
ब) विपणन माहिती प्रणालीच्या विविध घटकांची चर्चा करा.  
क) ग्राहकांच्या वर्तणूकीवर प्रभाव टाकणारे कोणतेही दोन घटक स्पष्ट करा.

**प्र.३रा. खालीलपैकी कोणत्याही दोन प्रश्नांची उत्तरे लिहा. (१५)**

- अ) वस्तू जीवन चक्राच्या विविध पायऱ्यांच्या व्यवस्थापनाचे वर्णन करा.  
ब) पृष्ठांकन म्हणजे काय? चांगल्या पृष्ठांकनाची आवश्यकता स्पष्ट करा.  
क) किंमतीवर परिणाम करणारे विविध घटक स्पष्ट करा.

**प्र.४था. खालील पैकी कोणत्याही दोन प्रश्नांची उत्तरे लिहा. (१५)**

- अ) पारंपरिक वितरणाच्या मार्गाचे विविध प्रकार स्पष्ट करा.  
ब) वृद्धी म्हणजे काय? वृद्धी मिश्रणाचे महत्वाचे घटक स्पष्ट करा.  
क) विक्री व्यवस्थापनाच्या घटकांची चर्चा करा.

**प्र.५वा. खालील पैकी कोणतेही दोन प्रश्नांची उत्तरे लिहा. (१५)**

- अ) विपणी नेतृत्वधारक आणि विपणी अनुयायी यांच्यासाठी स्पर्धात्मक व्युहरचना स्पष्ट करा.  
ब) भारतीय ग्रामीण विपणीचे वैशिष्ट्ये कोणती आहेत?  
क) एकविसाव्या शतकातील विपणनातील विविध रोजगार संधीचे स्पष्टीकरण द्या.

**प्र.६. खालील पैकी कोणत्याही चारांवर टीपा लिहा. (२०)**

- अ) विपणनाचे महत्व.  
ब) विपणी विभागीकरणाचे आधार.  
क) वस्तू अवस्थांच्या व्युहरचना.  
ड) एकत्रित विपणन संदेशवहन  
इ) विपणानातील अनैतिक पद्धती.  
फ) बोधनामांकनाच्या यशात योगदान करणारे घटक.