

P. O. Mithing  
13.4.18



Q.P. Code: 08061

[Time: 2½ Hours]

[Marks:75]

Please check whether you have got the right question paper.

N.B: 1. All questions are compulsory.

- Q.1 A State TRUE or FALSE - Answer (any 08) 8
- 1 In personal selling, seller and buyer come in direct contact with one another
  - 2 Product research relates to manufacturing and marketing of the product
  - 3 Zero level channel of distribution has numerous middlemen.
  - 4 Firms have better control on micro environment than macro.
  - 5 Geographic segmentation includes variables such as region, cities and states.
  - 6 Legislations are a part of Political environment.
  - 7 Government Policy is not a controllable marketing factor
  - 8 Decline stage is the first stage in Product life Cycle
  - 9 Skimming Pricing involves selling at low price initially
  - 10 Brand helps to identify one product from the other.

B Match the following - Answer (any 07) 7

a) Social Factors	i) FaceBook
b) Irregular Demand	ii) Psychological Factors
c) PEST	iii) Production Concept
d) Logo	iv) Promotion
e) Focuses on volume of Production	v) Customer Satisfaction
f) CRM	vi) Environmental Scanning
g) Attitude	vii) Place Mix
h) Coupons & Rebate	viii) Reference Groups
i) Social Media Marketing	ix) Brand
j) Distribution Channel	x) Seasonal Demand

- Q.2 a What do you mean by marketing? Explain the features of marketing 8
- b Explain the 4 Cs of marketing 7
- OR
- P Discuss how marketing has evolved from exchange process to holistic marketing. 8
- q Highlight the difference between marketing and selling. 7

**Q.P. Code: 08061**

- Q. 3**
- a. Discuss the elements of macro environment of business. **8**
  - b. Explain the factors affecting consumer behavior. **7**
- OR**
- p. What is Marketing Information System (MIS)? Explain its importance **8**
  - q. What is consumer research? Explain the need for consumer research **7**
- Q. 4**
- a. Discuss the levels of a product **8**
  - b. Explain the role and importance of packaging in marketing products **7**
- OR**
- p. What is a distribution channel? Suggest, with reasons, suitable distribution channel for the following products: **8**
    - i. Cheese
    - ii. Laptop
    - iii. School bags
  - q. Discuss the objectives of pricing **7**
- Q. 5**
- a. What is e-marketing? Explain the limitations of e-marketing **8**
  - b. Discuss the need and significance of Relationship Marketing **7**
- OR**
- p. Write Short Notes on (any 3) **15**
    - i. Segmentation
    - ii. Advantages of Internet Marketing
    - iii. Social Marketing
    - iv. Targeting
    - v. Marketing using Social Media
-