

[Time: 03.00 Hrs]		[Marks:75]
Please check whether you have got the right question paper.		
N.B:	<ol style="list-style-type: none"> 1. Q.1 is compulsory and carries 20 Marks. 2. Q. 8 is compulsory and carries 15 Marks. 3. Attempt any four questions from Q.2, Q.3, Q.4, Q.5, Q6 and Q7. Each of these questions carry 10 Marks. 4. Figures to the right indicate full marks. 	

Q.1	(A)	<p>Select the correct option for the following statements/questions:</p> <ol style="list-style-type: none"> 1. A _____ is a name or a symbol and its associated tangible and emotional attributes that is intended to identify the goods or services of one seller to differentiate them from those of competitors. <ol style="list-style-type: none"> (a) logo (b) corporate image (c) brand 2. _____ is the application of scientific methods in the solution of marketing problems. <ol style="list-style-type: none"> (a) Marketing plan (b) Marketing Research (c) Marketing Management 3. _____ management is the process by which an enterprise collects, organizes shares and analyzes its knowledge in a way that is easily accessible to employees or organizations. <ol style="list-style-type: none"> (a) Product (b) Marketing (c) Knowledge 4. When organizations are involved in the same business activity, they compete for both resources and markets and this is called _____ Competition. <ol style="list-style-type: none"> (a) Direct (b) Indirect (c) Perfect 5. _____ aims to ensure the consistency of the message and the complementary use of media. <ol style="list-style-type: none"> (a) Promotion (b) Integrated Marketing Communication (c) Advertising 	(10)
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6. The stage in the buyer decision process in which the consumer is aroused to search for more information is called _____.

- (a) information search
- (b) evaluation of alternatives
- (c) search for needs

7. _____ is a branch which deals with the various stages a consumer goes through before purchasing products or services for his end use.

- (a) Consumer Behavior
- (b) Consumer Attitude
- (c) Consumer Perception

8. _____ is a form of marketing that presents the benefits of your product to a particular target audience.

- (a) Product Positioning
- (b) Market Segmentation
- (c) Product Differentiation

9. _____ Stage introduces a new product in the market.

- (a) Evaluation
- (b) Commercialization
- (c) Feature specification

10. Which of the following are macro environmental factors?

- (a) socio-cultural, customer, public
- (b) technological, suppliers, competitors
- (c) demographic, economic, political

(B) State whether True or False:

(10)

1. Macro environment is the organization's immediate environment where routine activities are affected by the certain factors.

2. Differentiated Marketing strategy is also known as the segmented marketing strategy.

3. The second stage in market research is Data Collection.

4. Launching the new product at a low price and spending heavily on promotion is called Rapid skimming strategy.

	<p>5. A slogan is a trademark or combination of trademarks that, is intended to identify goods and services of one seller in order to differentiate them from those of competitors.</p> <p>6. Captive Pricing refers to a pricing where the price of the basic product is kept at a lower level; whereas, the price of the items that are required with the basic product is high.</p> <p>7. Consumer behavior is influenced by only 3 factors, namely, social, Cultural and Personal.</p> <p>8. Market Segmentation helps in determining the kinds of promotional devices that are more effective and their results.</p> <p>9. Penetration Pricing refers to charging minimum price for a product for gaining large market share.</p> <p>10. The short term benefit given to the customers to attract more customers is called Sales Promotion.</p>	
Q.2	<p>Attempt any Two of the following:</p> <p>(a) State and explain in detail the environmental scanning techniques used in marketing management.</p> <p>(b) Explain the stages of the product life cycle using a diagram.</p> <p>(c) Explain the meaning of the term “Product Positioning” and state its advantages and disadvantages. Also, explain in detail the meaning of Product Differentiation.</p>	(10)
Q.3	<p>Attempt any Two of the following:</p> <p>(a) What is Marketing? State the various functions of Marketing.</p> <p>(b) Define Pricing Method? State and explain in brief different Cost-Oriented Pricing Methods.</p> <p>(c) What is personal selling? Explain in detail the personal selling process.</p>	(10)
Q.4	<p>Attempt any Two of the following:</p> <p>(a) What is Consumer Behavior? What are factors influencing for Consumer Behavior?</p>	(10)

	<p>(b) What is promotion? What are the types of promotion? Explain objective of the promotion.</p> <p>(c) Explain in detail the Marketing Research Process.</p>	
Q.5	<p>Attempt any Two of the following:</p> <p>(a) Explain the stages of new product development?</p> <p>(b) What are consumer products? Discuss the classifications of consumer products giving at least two examples for each.</p> <p>(c) Explain the steps in Deciding the Channels of Distribution.</p>	(10)
Q.6	<p>Attempt any Two of the following:</p> <p>(a) What do you mean by market segmentation? Write in brief the process of evaluating and selecting the market segment for targeting.</p> <p>(b) What is Integrated Marketing Communication (IMC)? Explain the tools of IMC.</p> <p>(c) State and explain the 5 stages of consumer buying behavior.</p>	(10)
Q.7	<p>Attempt any Two of the following:</p> <p>(a) What are the challenges in new product development?</p> <p>(b) Explain steps in Organizational Buying process.</p> <p>(c) Explain the BGC Model in detail with suitable examples.</p>	(10)
Q.8	<p>Attempt any Three of the following:</p> <p>(a) Demand Forecasting</p> <p>(b) Market-Oriented Pricing Methods</p> <p>(c) 7S MODEL OF MARKETING</p> <p>(d) Marketing Information System</p>	(15)