Time	e: 3 Hours					Marks 100
Inst	ructions: 1)					Marks - 100
	-/	All questions Figures to th	are compul e right indic	sory having inte ate full marks.	ernal option	
Q.1A)	Choose the cor	rect answer	from the on	tion given below		
,	79.		om the op	tion given below	(Any Ten)	(10)
1.	The	concept of n	arketing inv	olves the effective	10 um of	essive advertising
	techniques for a	product.	200	- ine circuit	e use of aggre	essive advertising
	a) product c	oncept	7.0	b) selling cond	Cent	200
2	c) exchange	Concent				
2.	is th	C Dillenose of	Into war to	d) production sing in data mini	na Process	
	 a) Data stora 	ge	13	b) Data analy d) Data integr	ing Process.	
-	c) Data visua	lization		d) Data integr	515	
3.		is an eleme	nt of Socioer	aphic Segmentat	ation	
	a) Age		or odelogi	b) Culture	ion.	
	c) Usage rate			Dille	-	14
4.		refers to the	value of a be-	d) lifestyle and in the market	200	
	 a) Brand ima 	gc	value of it bit	ind in the market	<u>.</u>	
	c) Brand Equ	itty		b) Brand posit	ioning	
5.	n) Branding	covering or w			ce	
	a) Branding	or ening of w			-3	
	c) Labelling		57	b) Packaging	7. 3	
6.	is the r	ricino etrota		d) Pricing		
	a) Penetration	pricing strateg	y that involve	d) Pricing es setting prices (low to attract	customers
	c) Bundle pric	pricing	-2	b) Skimming pr	ricing	marchinets.
7.	e) Bandie pric	ing		b) Skimming prices l b) Skimming pr d) Premium prices	cing.	
11	a) Vertical	_ marketing i	s also called	Network market	ing.	
	c) Multi-chann		5	b) Horizontal		
	c) Multi-chann	CI .	-0.0	d) Multi-level		
8.			.*	- 17		
0.	a) Advertisi	not an import	ant element	of Integrated Mar	rketing Come	uminati-
	a) Advertising			b) Public Relation d) Logistics	on Contin	iumeation.
9.	c) Sponsorship		100	d) Logistics		
9	is k	nown as face.	to-face selling	ig.		
	a) Advertising			b) Personal Selli	no.	
	c) Prospecting			II (C) 11	ng	
10. Ti	ne Market Challe	nger adopts s	trategy to att	nek	g	
	a) Warker Lead	er	27 10 1111	b) Market Follow	-	
	c) Market Niche	er		III Martin a		
11	market	ing means me	rketing of an	d) Market Perform to-friendly produ	mer	
	a) Local	3	ing of ec	O-menaly produ	icts.	
	c) Green) Rural		
		e also called	Inter	l) Digital		
) Presentation	c also called	inter-person	al skills required	by marketing	manager
) Human			/ Decision-maki	ng	manager.
	,uman		d) Persuasion		

Q.1 D) .	state whether the following statements are True or False (Any Ten)	(10)
1.	Product development involves ideas is	
2.	Product development involves identifying customer needs. MIS is not susceptible to determine the product of th	
3.	MIS is not susceptible to data quality issues.	
	Cultural background does not affect consumer behavior.	
5.	Brand loyalty is a factor in brand equity.	
6.	Packaging is concerned with safety of product.	
7.	Skimming pricing is used for innovative products.	
	Supply Chain Management is an element of Logistics.	
9	Sponsorships help in brand visibility and corporate image.	
10	Sales management is responsible for setting sales quotas.	
11	Sharing customer data without consent or transparency is unethical.	
12	Green marketing gives competitive advantage to the firm.	
12.	Erroneous product design leads to brand failure.	
0.24-		
Q. Z An	swer any two of the following:	(15)
a)	What is Marketing? Discuss the importance of marketing.	(/
0)	Explain the steps in the process of Marketing Research.	200
c)	Describe the techniques of Customer Relationship Management.	
	그렇게 하는 아이들이 아이들이 아이들이 아이들이 아이들이 아이들이 아이들이 아이들	3.5
Q. 5 Ans	swer any two of the following:	(15)
a)	Explain the various Product Decision Areas.	,
0)	What is Product Positioning? Explain its Strategies.	
- c)	Explain the objectives of Pricing.	
0 4 4		
Q. 4 Aus	ower any two of the following:	(15)
h)	Describe the factors influencing physical distribution of product.	7, 70
0)	What is Promotion? Discuss the elements of promotion Mix.	
c)	Discuss the emerging trends in Selling.	
0 5 4	war and the season of the seas	
Q. 5 Alis	wer any two of the following:	(15)
b)	Explain the general role of Consumer Organizations.	
(ن	What is Digital Marketing? Explain the trends in digital marketing.	
	Discuss the factors responsible for the success of a brand in India with suitab	le
4.0	examples.	
O 6 Weir	e Short Notes on (Any four)	
a)		(20)
b)	Market targeting	
c)	Branding	
d)		
e)	Supply Chain Management Rural marketing	
	Personal selling	
t)	reisonal sening	