

Program/Sem:	T.Y.B. Com- Sem - V	Course:	Commerce V (Marketing)
Program Code:	UGCOM01	Course Code:	23114
Duration:	3 Hours	08 NOV 2025	Max. Marks: 100
Instructions:			
<ol style="list-style-type: none"> 1. All questions are compulsory. 2. Figures to the right indicate full marks. 3. Draw neat diagrams wherever necessary. 			

Q. 1 Attempt the following.

A. Select the most appropriate option & rewrite the full sentence. (Any 10). [10]

- Marketing is a process of converting the potential customers into _____

(a) Actual customer	(b) Prospective customer
(c) Future customer	(d) Impending customer
- _____ is the oldest concept of marketing.

(a) Product	(b) Production
(c) Exchange	(d) Societal
- Profit through customer satisfaction is aimed at _____ concept

(a) production	(b) selling
(c) holistic	(d) marketing
- Sub-dividing of market into homogeneous sub-sections of customers is known as _____

(a) target marketing	(b) market segmentation
(c) market research	(d) community target
- A _____ level channel is one in which there are no intermediaries

(a) zero	(b) two
(c) four	(d) six
- _____ is a form of word-of-mouth marketing that aims in spreading a message exponentially.

(a) Viral marketing	(b) Telemarketing
(c) Digital marketing	(d) Mobile marketing

vii). _____ is a strategy by market followers.

(a) Pre-Emptive Defense (b) Flank Defense
(c) Adapter (d) Flank Attack

viii) _____ is the father of modern marketing

ix). _____ is achieved when customer expectations are met regarding the quality of products and services along with the value-based price

- (a) Quality excellence
- (b) Customer satisfaction
- (c) Value proposition
- (d) Quality extension

x). _____ marketing refers to marketing of products that are environmentally safe.

- (a) Traditional
- (b) Service
- (c) Social
- (d) Green

xi). refers to online commerce transactions between businesses.

xii) can be the marketing strategy of a marketer in the rural area.

B State whether the following statements are True or False. (Any 10)

[10]

- i). The modern marketing concept is based on the 'Caveat Emptor' principle
- ii). Grading follows standardization.
- iii). Product concept followed by the Great Depression of 1929.
- iv). Digital marketing has made traditional marketing methods completely obsolete.
- v). Channel of distribution refers to the path through which goods move from producers to consumers.
- vi). Psychological pricing aims to influence customer perception of price.
- vii). After-sales service has no connection with sales performance.
- viii) Sales territories are assigned to increase competition among salespeople.

- ix). Product positioning is a part of service positioning.
- x). Supply Chain Management deals only with the movement of finished goods from manufacturer to consumer.
- xi). The main objective of supply chain management is to increase inventory levels to meet all demands
- xii). Logistics is an integral part of supply chain management.

Q. 2 **Attempt any two of the following.** [15]

- a) Define Marketing. Explain its Functions.
- b) What is the process of Marketing Research?
- c) Suggest the factors that influence Consumer Behavior.

Q. 3 **Attempt any two of the following.** [15]

- a) Bring out stages of the Product Life Cycle.
- b) Suggest the essentials of packaging.
- c) Elucidate various factors influencing Pricing.

Q. 4 **Attempt any two of the following.** [15]

- a) Explain different types of traditional channels of distribution with examples.
- b) Discuss the scope and importance of IMC
- c) Describe the skills required for effective personal selling.

Q. 5 **Attempt any two of the following.** [15]

- a) Enumerate the competitive strategies for market challengers.
- b) What are marketing ethics? Discuss unethical practices in marketing.
- c) Suggest the reasons for the failure of brands in India.

Q. 6 **Write a short a note on (Any Four)** [20]

- a) Components of Marketing Mix.
- b) Holistic Concept of Marketing.
- c) Strategies for Product Positioning.
- d) Importance of Promotion.
- e) Factors influencing Brand Equity.
- f) Marketing strategies for the Indian rural market.

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