

Program/Sem: T.Y.B. Com– Sem - V Course: Commerce V (Marketing)  
Program Code: UGCOM01 Course Code: 23114

Duration: 3 Hours Max. Marks: 100  
08 NOV 2025

**Instructions:**

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]**

- i). Marketing is a process of converting the potential customers into \_\_\_\_\_.  
(a) Actual customer (b) Prospective customer  
(c) Future customer (d) Impending customer
- ii). \_\_\_\_\_ is the oldest concept of marketing.  
(a) Product (b) Production  
(c) Exchange (d) Societal
- iii). Profit through customer satisfaction is aimed at \_\_\_\_\_ concept.  
(a) production (b) selling  
(c) holistic (d) marketing
- iv). 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
- v). A \_\_\_\_\_ level channel is one in which there are no intermediaries.  
(a) zero (b) two  
(c) four (d) six
- vi). \_\_\_\_\_ 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
- (a) Philips Kotler (b) James Culliton  
(c) Fredrick Taylor (d) Henry Fayol
- 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.
- (a) B2B (b) B2G  
(c) C2C (d) B2C
- xii). \_\_\_\_\_ can be the marketing strategy of a marketer in the rural area.
- (a) Offering luxurious products (b) Charging lower price  
(c) Online selling (d) Using magazine media for promotion

**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]

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

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

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

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

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

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

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

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

- Components of Marketing Mix.
- Holistic Concept of Marketing.
- Strategies for Product Positioning.
- Importance of Promotion.
- Factors influencing Brand Equity.
- Marketing strategies for the Indian rural market.

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