

M2MK522

Roll no. \_\_\_\_\_ Duration: 1 Hour Jr. Supervisor Sign. \_\_\_\_\_

35 Marks

Q1 Multiple Choice Questions

1. In case of \_\_\_\_\_, a firm communicates about its goals and interests to the public  
a) Advertising  
b) Salesmanship  
c) public relations  
d) publicity  
Answer \_\_\_\_\_

2. \_\_\_\_\_ is provided through news and editorials by the mass media  
a) Publicity  
b) Advertising  
c) Public relations  
d) Salesmanship  
Answer \_\_\_\_\_

3. Marketing is a systematic process of identifying \_\_\_\_\_ needs and wants.  
a) dealer  
b) supplier  
c) customer  
d) manager  
Answer \_\_\_\_\_

4. \_\_\_\_\_ is the paid form of non-personal promotion of ideas, goods and services by an identified sponsor  
a) Brading  
b) Publicity  
c) Personal Selling  
d) Advertising  
Answer \_\_\_\_\_

5. \_\_\_\_\_ refers to the exchange value at which the seller is willing to sell and the buyer is willing to buy.  
a) Product  
b) Promotion  
c) Price  
d) Pace  
Answer \_\_\_\_\_

6. \_\_\_\_\_ is a process of launching a product in a very limited market area in order to find out the acceptance of the product to customers.  
a) Product design  
b) Market research  
c) Test marketing  
d) Branding  
Answer \_\_\_\_\_

7. \_\_\_\_\_ refers to a desire for a product backed by the ability to pay and the willingness to buy that product.  
a) Need  
b) Want  
c) Demand  
d) Requirement  
Answer \_\_\_\_\_

8. In order to expand the business, the firm may undertake \_\_\_\_\_ so as to increase marketing activities in the existing market.  
a) market penetration  
b) product development  
c) market development  
d) product penetration  
Answer \_\_\_\_\_

9. \_\_\_\_\_ refers to all those forces or factors that influence marketing decisions  
a) Marketing environment  
b) MIS  
c) Marketing Research  
d) Marketing  
Answer \_\_\_\_\_

10. The \_\_\_\_\_ consists of all those factors in the company's immediate environment that affects its ability to serve its target markets.  
a) Marketing mix  
c) Macro environment  
b) Micro Environment  
d) Marketing environment  
Answer \_\_\_\_\_

11. The \_\_\_\_\_ concept assumes that consumers will prefer those products that

are widely available and are of lower price.

- a) Product
- b) Production
- c) Exchange
- d) Selling

Answer \_\_\_\_\_

12. The \_\_\_\_\_ concept lays emphasis on research and development to improve quality which would increase sales

- a) Product
- b) production
- c) Exchange
- d) selling

Answer \_\_\_\_\_

13. The \_\_\_\_\_ concept is also known as customer oriented concept.

- a) Selling
- b) Societal
- c) Holistic
- d) Marketing

Answer \_\_\_\_\_

14. \_\_\_\_\_ Environment studies human population with reference to its size, density, distribution etc.

- a) Socio-cultural
- b) Political
- c) Economic
- d) Demographic

Answer \_\_\_\_\_

15. \_\_\_\_\_ research includes areas of distribution and channels of distribution.

- a) Place
- b) Promotion
- c) Product
- d) Dealer

Answer \_\_\_\_\_

16. \_\_\_\_\_ means grouping of data into different categories.

- a) Coding
- b) Tabulation
- c) Classification
- d) Editing

Answer \_\_\_\_\_

17. Marketing decision support system is an important component of \_\_\_\_\_.

- a) Marketing research
- b) MIS
- c) Marketing environment
- d) Marketing mix

Answer \_\_\_\_\_

18. \_\_\_\_\_ Research includes sales forecasting and sales analysis.

- a) sales
- b) Place
- c) Market
- d) Product

Answer \_\_\_\_\_

19. \_\_\_\_\_ refers to subdividing a larger market into smaller markets.

- a) Market Segmentation
- b) Niche Marketing
- c) Marketing research
- d) Targeting

Answer \_\_\_\_\_

20. Market segmentation is the \_\_\_\_\_ activity of Marketer.

- a) Secondary
- b) tertiary
- c) primary
- d) random

Answer \_\_\_\_\_

21. \_\_\_\_\_ is the act of designing the company's offering and image to occupy a distinctive place in the mind of the target market.

- a) segmentation
- b) Targeting
- c) Branding
- d) Positioning

Answer \_\_\_\_\_

22. \_\_\_\_\_ marketing encourages individuals to pass on a marketing message to others.

- a) Internet
- b) Social Media

c)Viral  
Answer \_\_\_\_\_

d)Relationship

23. \_\_\_\_\_ is the planning and implementation of programs designed bring about social change

a)Social marketing

b) Internet marketing

c) Social media marketing

d)Viral marketing

Answer \_\_\_\_\_

24. \_\_\_\_\_ Is the act of marketing goods or services to potential customer over the telephone

a) Internet marketing

b) Telemarketing

c)Relationship marketing

d)Social Marketing

Answer \_\_\_\_\_

25. \_\_\_\_\_ Channel is also called as zero level marketing channel.

a)Direct

b) Indirect

c)Multi level

d) Vertical

Answer \_\_\_\_\_

26. At the introductory stage of PLC, a business firm resorts to creating \_\_\_\_\_.

a)Brand awareness

b) Brand history

c) Brand value

d)brand image

Answer \_\_\_\_\_

27. The main purpose of advertising is to \_\_\_\_\_.

a)Increase sales

b) Create awareness

c)Increase profits

d)Increase market share

Answer \_\_\_\_\_

28. \_\_\_\_\_ is the process of effectively delivering the product to the customers in proper condition and on time.

a)Promotion

b) price

c)Physical distribution

d)pace

Answer \_\_\_\_\_

29. When initially a lower price is charged to induce customers to buy the product, it is called as \_\_\_\_\_ pricing strategy.

a)Flexible

b)trial

c) Probe

d) penetration

Answer \_\_\_\_\_

30. When initially high price is charged in the market to find out the reaction of the buyers towards the price, it is called as \_\_\_\_\_ pricing strategy.

a)Standard

b)Probe

c)Transfer

d)Skimming

Answer \_\_\_\_\_

31. The \_\_\_\_\_ concept is also known as customer oriented concept.

a)Selling

b)societal

c)Holistic

d) marketing

Answer \_\_\_\_\_

32. \_\_\_\_\_ differences involve goodwill of the producer, brand name, brand personality, logo etc.

a)Image

b) Product

c)Personnel

d)Service

Answer \_\_\_\_\_

33. For market segmentation potential customer characteristics and wants must be\_\_\_\_\_.

- a)homogenous
- c)identical

- b) heterogeneous
- d) Suitable

Answer\_\_\_\_\_

34. \_\_\_\_\_is the impression, which one forms about a certain situation or objects.

- a) Perception
- c) Motive

- b) Learning
- d)Attitude

Answer\_\_\_\_\_

35. Promotion in the traditional marketing is to be replaced by\_\_\_\_\_

- a)consumer
- c)cost

- b)communication
- d)convenience

Answer\_\_\_\_\_

Duration: 2 hour & 45 Minutes.

M2M K522

Marks: 75

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Regular - May

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Sub<sup>35</sup> Prin. of Mar

**Q.1 Multiple Choice Question (Separate Sheet Attached)**

- Q2. Answer the following (any 1) 10
1. Explain the company orientation towards the market place.
  2. Define marketing. Explain its features.
  3. Write a note on 4Ps and 4Cs of marketing.
- Q3. Answer the following (any 1) 10
1. Discuss the various components of macro environment that influence marketing decisions of a firm.
  2. Bring out the different areas of marketing research.
  3. Distinguish between MIS and Marketing Research.
- Q4. Answer the following (any 1) 10
1. Discuss the different types of marketing channels
  2. Explain the different pricing strategies
  3. Discuss the stages in product life cycle.
- Q5. Answer the following (any 1) 10
1. Explain the meaning and types of market segmentation.
  2. Discuss the various product positioning strategies.
  3. Explain the new trends in marketing w.r.t e-marketing