

SHRI S. H. KELKAR COLLEGE OF ARTS, COM. AND SCIENCE, DEVGAD.
SEMISTER II END, APRIL 2023.

COURSE: PRINCIPLES OF MARKETING

DURATION: 2:30 Hr.

UBMSFSII.

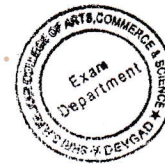
CLASS: FYBMS
MAX.MARKS:75

- N.B.- (1) All questions are compulsory.
(2) Figures to the right indicate full marks.

Q.1) A) Multiple choice questions (Any eight)

(08)

- 1) Marketing activities are to Consumer needs.
a) Postpone b) Multiply c) Satisfy
- 2) Marketing environment creates opportunities and
a) Challenges b) Losses c) Areas d) Production
- 3) The elements of marketing mix includes.....
a) Placement b) Procurement c) Price d) Purchase
- 4) Market is dividing the total market into sub- markets.....
a) Segmentation b) Targeting c) Positioning d) Product planning
- 5) Marketing concept is based on forecasting.
a) Demand b) Supply c) Market d) Planning
- 6) Analysis is used to understand macro environment.
a) SWOT b) PEST c) CRM d) CPM
- 7) Packaging facilitates.....
a) Handling b) Complaints c) After use d) None of these
- 8) E- marketing has reach.
a) Individual b) National c) Global d) Local
- 9) Includes personal selling.
a) Marketing mix b) promotion Mix c) Price mix d) Product mix
- 10) Classified the marketing mix variables into 4P's.
a) Philip Kotler b) Jerome McCarthy c) James Culliton d) William Barnard



Q.2) B) State following statements are true or false. (ANY SEVEN)

(07)

- 1) Marketing helps to generate employment opportunities.
- 2) Marketing environment is uncontrollable.
- 3) Skimming pricing involves selling at low price initially.
- 4) The purpose of customer relationship management (CRM) is to retain customers.
- 5) 4 P's of marketing are uncontrollable variables.
- 6) Customers are not interested in benefits of the product.
- 7) Marketing through Twitter and Facebook is social media marketing.
- 8) Product life cycle resembles human life cycle..
- 9) Human wants are unlimited.
- 10) Decline stage is last stage in Product Life Cycle.

Q.2)

A) What do you mean by marketing? Explain the features of marketing. **(8)**

B) Discuss 4P's of marketing. **(7)**

OR

C) What do you mean by Marketing? Explain importance of marketing in today's world. **(8)**

D) Discuss scope of marketing concept. **(7)**

Q.3)

A) What is mean by marketing environment? Explain briefly its features. **(8)**

B) Discuss the elements of micro environment of business. **(7)**

OR

C) What do you mean by Marketing research? Explain different types of marketing research. **(8)**



D) What is Macro environment? Explain briefly political, economical, socio-cultural and technological factors.

(7)

Q.4)

A) Explain Product life cycle in detail.

(8)

B) Discuss stages in new product development.

(7)

OR

C) What is mean by branding? Explain the importance of branding.

(8)

D) Explain different pricing strategies in details.

(7)

Q.5) Write short notes (ANY THREE)

(15)

1) Product line.

2) Marketing using social media.

3) 4 C's of marketing.

4) Types of marketing channels (Physical distributions).

5) Promotions

OR

A) What is segmentation? Explain the bases of segmentation/ segmentation variables.

(8)

B) What is mean E- marketing? Explain different types of E- marketing.

(7)

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