

- a) Purchase b) Information search
c) Need d) None of these
- Q.5 Information search can be explained in terms of _____
a) Degree b) direction
c) sequence d) all of the above
- Q.6 Product _____ is the primary function of exporter
a) Planning b) development
c) marketing d) packaging
- Q.7 Which of the following channels consists of sales people contacting buyer in target Market?
a) Special channels b) Expert channels
c) Advocate channels d) social channel
- Q.8 _____ sells to the customers
a) Wholesaler b) Retailer
c) Broker d) None of these
- Q.9 _____ is a sales promotion tools.
a) Discount b) premium
c) Sponsorship d) None of these
- Q.10 _____ helps in obtaining leads of perspective buyers
a) Advertising b) publicity
c) Personnel selling d) None of these

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SECTION-B

Note: Objective type questions. All questions are compulsory. (10x1=10)

- Q.11 Define Market
- Q.12 What is target marketing?
- Q.13 _____ refers to Marketing channels
- Q.14 Political campaigns are generally an example of _____ Digital Market/person Market
- Q.15 Marketing is the process which comes at _____
- Q.16 _____ is the father of Modern Marketing.
- Q.17 The Co-branding is also known as _____ dual branding/ pure branding
- Q.18 Who is esteem buyer
- Q.19 What is online marketing?
- Q.20 Who are customers?

SECTION-C

Note: Short answer type questions. Attempt any twelve questions out of fifteen questions. (12x5=60)

- Q.21 What are features of Marketing?
- Q.22 What are the merits of sales promotion?
- Q.23 Explain the importance of pricing?
- Q.24 What are the objectives of advertising?
- Q.25 What are the sources of Marketing Information?

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