

Q.5 is an important component of marketing mix.

- a) Brand b) Label
- c) Product d) Package

Q.6 Market is a pricing strategy.

- a) Marketing b) Pricing
- c) Skimming d) None

Q.7 is a place where buyer and seller meet.

- a) Market b) Consumer
- c) Customer d) Home

Q.8 Product positioning related to individual

- a) Philosophy b) Marketing
- c) Pricing d) Psychology

Q.9 Process of dividing market is known as market

- a) Divination b) Organization
- c) Imitation d) Segmentation

Q.10 Process of creating new service is known as service

- a) Development b) Draft
- c) Design d) Demarcation

SECTION-B

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

Q.11 Trend line is not used for forecasting. (T/F)

Q.12 Write the name of any pricing strategy

Q.13 Demography can be included in marketing environment. (T/F)

Q.14 Marketing mix include price. (T/F)

Q.15 Write name of a type of services Industry

Q.16 Market segmentation is related with partition of market. (T/F)

Q.17 Manufacturer focus on market. (T/F)

Q.18 Communication is not an essential skill in marketing? (T/F)

Q.19 Service Delivery means fulfillment of promise. (T/F)

Q.20 Global strategy is for all activity. (One/Two)

SECTION-C

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

Q.21 Define positioning and its importance.

Q.22 How can we develop CRM in service marketing?

Q.23 Write a short note on customer loyalty.

Q.24 Write a note on the growth of service sector in India.

Q.25 Enlist the benefits of flexible pricing strategy.