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Roll No.

188931

1st Sem / (BFSI)
Subject : Marketing

Time : 2 Hrs.

M.M. : 50

SECTION-A

Note:Very short questions. Attempt all ten questions.
($10 \times 1 = 10$)

- Q.1 Targeting is followed by _____
- Q.2 Social and cultural marketing environment is a part of _____ marketing environment.
- Q.3 A profit calculated on the basis of percentage of the cost is called:
a) Mark-up b) Breakeven
c) Margin d) None of the above
- Q.4 In PLC the letter P stands for _____
- Q.5 Market survey is required for?
a) Deciding marketing strategies
b) Deciding product strategies

- c) Deciding pricing strategies
d) All of these
- Q.6 The satisfaction of customer needs is the goal of _____
- Q.7 A 'Target Group' means?
a) A group of sellers
b) A group of buyers
c) A group of products
d) A group of persons to whom sales should be focused
- Q.8 Which of the following is not a constituents of promotion?
a) Product b) Sales Promotion
c) publicity d) personal Selling
- Q.9 Which is not the basic four Ps of marketing?
a) Price b) Public
c) Programme d) Place
- Q.10 Expand AIDA

SECTION-B

- Note:** short answer type questions. Attempt any six questions out of eight questions. (6x5=30)
- Q.11 Explain the need of marketing.
Q.12 Explain sales concept in detail.
Q.13 What do you understand by product line? Explain.
Q.14 Define Branding. Explain its benefits.
Q.15 What are various pricing methods? Explain.
Q.16 Explain the levels of channel.
Q.17 What do you understand by promotion mix? Explain.
Q.18 Explain the main importance of marketing.

SECTION-C

- Note:** Long answer questions. Attempt any one questions out of two questions. (1x10=10)
- Q.19 Write a short note on following.
a) Roles of buying behaviour.
b) Write a detail note on positioning strategy.
- Q.20 What do you mean by targeting? Explain the steps involve in targeting and positioning.