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Q.5 Launching a product in a small part of the market is called_____.

- a) Test marketing b) commercialisation

Q.6 Marketers often use the term_____ to cover various groups of customers.

- a) Market b) People

Q.7 _____ buy products for final consumption.

- a) Customer b) Consumer

Q.8 _____ are products bought by individuals & organization for further processing or for use in conducting a business.

- a) semi finished goods b) finished goods

Q.9 A marketing channel containing a number of middlemen is called_____.

- a) Direct channel b) multi level channel

Q.10 Does price regulates demand ? (Yes/No)

SECTION-B

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

Q.11 What is promotion?

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Q.12 Name any two sales promotion techniques.

Q.13 Write two factors influencing the choice of channel?

Q.14 What is branding?

Q.15 What are consumer goods?

Q.16 What is meant by label?

Q.17 Define indirect channels.

Q.18 What is penetration pricing?

Q.19 Define micro environment.

Q.20 Define marketing myopia.

SECTION-C

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

Q.21 Discuss any by 5 differences between marketing and selling.

Q.22 What are the objectives of advertising?

Q.23 Discuss the essentials of packaging.

Q.24 Write a note on evolution of marketing.

Q.25 How are services different from products?

Q.26 Enumerate the stages of Product Life Cycle.

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