

SECTION-B

Note:Short answer type questions. Attempt any six questions out of eight questions. (6x5=30)

- Q.11 Write the scope of marketing.
- Q.12 Importance of marketing environment.
- Q.13 Basis of market segmentation.
- Q.14 What are the positioning strategies?
- Q.15 Importance of marketing mix.
- Q.16 Factors affecting consumer behavior.
- Q.17 Difference between marketing and selling.
- Q.18 Write a note on need of targeting.

SECTION-C

Note:Long answer type questions. Attempt any one question out of two questions. (10x1=10)

- Q.19 What do you understand with fundamentals of marketing mix? Explain the marketing mix components of consumer goods.
- Q.20 What do you mean by marketing environment? What are the micro environment factors?

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Level 4, 1st Sem./ Branch: BFSI
Subject : Marketing

Time : 2 Hrs.

M.M. : 50

SECTION-A

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

- Q.1 Nature of marketing.
- Q.2 Marketing environment.
- Q.3 Segmentation
- Q.4 Types of targeting.
- Q.5 Service sector.
- Q.6 Consumer behavior.
- Q.7 Macro economic factors.
- Q.8 Marketing mix.
- Q.9 Positioning
- Q.10 Buying Behavior.