

# HERAMB COACHING CLASSES

Yogeshwar Tower, Katemanivali, Kalyan (East)

**TYBCOM/MHRM /07/11/17**

**Marks: 75**

**Duration:2½ HOURS**

Q.1. Answer from the following (Any 2): (15)

- (a) Define marketing & explain its features
- (b) Explain the techniques of CRM?
- (c) Challenges before Marketing Managers in changing Business Environment

Q.2. Answer from the following (Any 2): (15)

- (a) Meaning & features of Marketing Information System
- (b) Marketing segmentation and its basis
- (c) Product Positioning and its importance

Q.3. Answer from the following (Any 2): (15)

- (a) What is Marketing mix and Explain its elements.
- (b) What is Branding and factors influencing branding
- (c) Explain factors affecting pricing decision

Q.4. Answer from the following (Any 2): (15)

- (a) Explain physical distribution and types of distribution channels
- (b) Meaning of Promotions and Objectives of promotion decision
- (c) Explain Public relations and parties in public relation

Q.5. Objectives: (15)

(A) Fill in the Blanks:

- (a) \_\_\_\_\_ is the oldest concept of marketing (Product/ Exchange/Production/Marketing)
- (b) \_\_\_\_\_ is a personal form of communication. (Advertising/ Sales Promotion/ Publicity/ Personal selling)
- (c) \_\_\_\_\_ is a social factor influencing consumer behavior. (Reference group/ Personality/ Social status/ Social Class)
- (d) \_\_\_\_\_ sources are sources outside the organization. ( Electronic/ Elementary/ Entire/ External)
- (e) A \_\_\_\_\_ is a firm opinion about someone or something. (idea/ proposal/ belief/plan)

(B) State True or False

- (a) There is nothing like a 'right' marketing mix.
- (b) Label performs function of a tag.
- (c) Consumer behavior is unpredictable.
- (d) Telemarketing is a form of direct marketing
- (e) Price mix once finalized need not be changed

(C) Match the Following

Column A	Column B
(a) Mobile Marketing	Variable Pricing
(b) Gender	Demographic Segmentation
(c) Promotion Mix	Advertising
(d) Brand Equity	Incremental value of brand
(e) Flexible Pricing	Marketing on or with mobile device