

HERAMB COACHING CLASSES

Yogeshwar Towers, Katemanivali, Kalyan (East)

DATE: 17/10/18

T.Y.B.COM/ MHRM

MARKS: 100

TIME: 3 HOUR

Q.1. A. Fill in the blanks: (Any Ten)

(10)

1. _____ is not a component of MIS.
(Niche Marketing, Marketing Research, Internal Company Records, Marketing Intelligence System)
2. In _____, markets serves all customer groups in all segments.
(Market Specialization, Full market coverage, Product specialization, concentrated marketing strategy)
3. The _____ concept of marketing revolved around profit maximization.
(Traditional, Modern, Societal, Holistic)
4. _____ refers to the number of items or brands in a product category.
(Product depth, Product consistency, Product width, product length)
5. During _____ stage the product is launched in the market.
(Inception, Growth, Maturity, Decline)
6. Under market _____ pricing strategy, the manufacturer charges a high price for product when it is introduced in the market.
(Penetration, Skimming, Liquidity, None of these)
7. _____ is a component of supply chain management.
(Inventory management, Warehousing, Return of good's, All of the above)
8. Advertising is _____ in Nature.
(Personal, Non-personal, Special, None of these)
9. Personal Selling is an element of _____ mix.
(Product, Price, Place, Promotion)
10. Expanding total market is strategy of market _____ to face competitors.
(Nichers, Leaders, Challengers, Followers)
11. _____ is a form of digital marketing.
(Internet marketing, Social media marketing, Mobile marketing, All of the above)
12. Zoozoos are advertisement characters promoted by _____.
(Airtel, Jio, Vodafone, Idea)

Q.1.B. True or false (any Ten):

(10)

1. Marketing research is future oriented.
2. Consumer behavior is static in nature.
3. In differentiated marketing strategy, company sell the same products to all the customer group.
4. Package acts as a silent salesman.
5. The term marketing mix was coined by Philip Kotler.
6. Services cannot be positioned.
7. Direct channels are suitable for marketing industrial products.
8. Sales Promotions are long term incentives to encourage purchase of a product.
9. Personal selling refers to door to door selling only.
10. Targeting to children is an ethical marketing practice.
11. 'Digital marketing' and 'Internet marketing' are synonymous terms.
12. Technology boom has created a challenge for marketing managers.

Q.2. Answer the following (Any two)

(15)

1. Distinguish Between Traditional Marketing and Strategic Marketing.

2. What are the factors influencing consumer behavior.
3. Explain briefly the techniques of customer relationship management.

Q.3. Answer the following (Any two)

(15)

1. What is branding? What are its components?
2. What is service positioning? Explain the challenges in service positioning?
3. What is pricing? What are its objective?

Q.4. Answer the following (Any two)

(15)

1. Discuss briefly the contemporary channels of physical distribution.
2. What is personal selling? Explain the process of personal selling.
3. Highlight the emerging trends in selling.

Q.5. Answer the following (Any two)

(15)

1. What are the unethical practices in marketing?
2. What is green marketing? Discuss its Importance.
3. Explain the reason for failure of brands in India. Give Suitable examples.

Q.6. Answer the following

(20)

1. Define market segmentation. Explain the bases of market segmentation.
2. Discuss the strategies for effective rural marketing.

OR

Q.6. Short Notes: (Any Four)

(20)

1. Data Mining
2. Brand equity
3. Concept of supply chain management.
4. Skill sets required for effective selling
5. Competitive strategies for market challenges
6. Trends in Digital marketing.

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