Part A

Q. 1 What do the following Abbreviations stand for?
   a) B2C
   b) MLM
   c) POP
   d) CI
   e) SWOT
   f) USP
   g) UVP
   h) TAT

   (compulsory, each question carry 1 mark)

Q. 2 State TRUE or FALSE.

   a) A PEST analysis can be used as the "climate" portion of the 5 C Framework.
   b) Market is a constituents of Micro Environment.
   c) Consumer is a constituents of Macro Environment.
   d) Monopolistic Competition refers to a situation when many firms are marketing the same or similar products and each company attempts to differentiate its products to appeal customers.
   e) A service is an intangible product involving a deed, a performance, or an effort that cannot be physically possessed.
   f) Demographic environment refers to the factors related with population i.e. size, growth rate, age and distribution, religious composition and literacy levels.
   g) A more narrowly defined group of potential customers is termed as mass marketing.
   h) Physiological needs form the foundation of Maslow's need hierarchy.

   (compulsory, each question carry 1 mark)
Q.3 Fill in the Blanks 8 marks

a) In the AIO Framework A Stands for _________.

b) _________ is a more narrowly defined but attractive market segment requiring distinctive mix of market offering.

c) _________ is a act of designing the company’s offering and Image to occupy a distinctive place in the mind of target market.

d) _________ is the process of creating a different and distinguished offering by a company through a number of available tools, which adds meaningful value to the offering.

e) __________________, the dimension of service quality is defined as the ability to perform the promised service dependably and accurately.

f) ____________ is comparing market share of a company with that of its next biggest competitor.

g) __________ testing refers to conducting laboratory tests while beta testing means that a sample of customers use the product prototype and give their feedback.

h) The deliberate decision to cut down the number of items in product line(s) is termed as _____.

Q.4 Match Part 1 with Part 2 8 marks

<table>
<thead>
<tr>
<th>Part 1</th>
<th>Part 2</th>
</tr>
</thead>
<tbody>
<tr>
<td>i) Relationship Marketing</td>
<td>a) A Strategy for company growth by</td>
</tr>
<tr>
<td></td>
<td>Identifying and developing new Markets for current company products.</td>
</tr>
<tr>
<td>ii) Service Quality Model</td>
<td>b) Making more Sales to present customers without changing products in anyway.</td>
</tr>
<tr>
<td>iii) Counterfeit Strategy</td>
<td>c) Jagdish N Sheth &amp; Rajendra Sisodia</td>
</tr>
<tr>
<td>iv) Three R’s of Marketing</td>
<td>d) A.C. Nielsen</td>
</tr>
<tr>
<td>v) Market Penetration</td>
<td>e) Market Follower Strategy</td>
</tr>
<tr>
<td>vi) Market Development</td>
<td>f) Gronroos</td>
</tr>
<tr>
<td>vii) Research Agency</td>
<td>g) Market Challenger Strategy</td>
</tr>
<tr>
<td>viii) Frontal Attack Strategy</td>
<td>h) David G. Bakken</td>
</tr>
</tbody>
</table>
PART – B

48 marks

Write any THREE questions out of five i.e., Q-5 to Q-9 (16 marks each)

Q. 5 a) How would you define Marketing? Discuss the Evolution of Marketing.
   b) What are the various benefits of trading globally?

Q. 6 a) Define the term Consumer Behaviour? What are the different Social factors Associated with consumer behaviour?
   b) How would you differentiate between a convenience Products, shopping Products Speciality Products?

Q. 7 a) Discuss the steps involved in the development of a new Product.
   b) What are the Factors which determine the length of a channel?

Q. 8 a) What is a Sealed Bid? where and how is it used?
   b) Define the term Industrial Marketing? Write main features of B2B Selling Process?

Q. 9 a) Discuss Value Management Diagram?
   b) What is Sales Promotion? Explain the reasons for growth of Sales Promotion.

PART – C

(Total marks- 20)

Q-10 Case study- Compulsory-

10 a) A Marketer intends to market the following products using cyber marketing:
   i) e- Books  ii) Premium Shirts

   Discuss the advantages and challenges likely to be faced by the marketer.

b) Identify the factors a marketer should consider in selecting a brand name.

c) A company is planning to launch a range of biscuits targeted at health conscious customers. Suggest a suitable brand name for the same. Justify your choice.

*****