PART – A
( compulsory , each question carry 1 mark)

Q. 1 What do the following Abbreviations stands for?
   a) B2B
   b) MLM
   c) POP
   d) CI
   e) SWOT
   f) USP
   g) UVP
   h) TAT

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) Direct mails generally generate lower response rates from potential customers.
   f) Direct marketing through telephone is called telemarketing.
   g) Marketing audit is the final method of marketing evaluation.
   h) Rent is an example of fixed cost.

Q. 3 Fill in the Blanks
   a) Prof. __________ classified the “Marketing Mix Variables” in terms of 4Ps.
   b) The term ‘Marketing Myopia’ is to be credited to Prof. __________
c) In retailing POP stands for Point of ______.
d) Likert Scale is the most popular form of _____ scale, being easy to prepare and interpret and simple for respondents to answer.
e) In the AIO Framework A Stands for ________.
f) __________ is a more narrowly defined but attractive market segment requiring distinctive mix of market offering.
g) __________ is a act of designing the company’s offering and Image to occupy a distinctive place in the mind of target market.
h) __________ 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.

4) Match Part A with Part B

<table>
<thead>
<tr>
<th>Part A</th>
<th>Part B</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

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

Q. 5  a) 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) Explain briefly convenience Products, shopping Products and 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)

Compulsory-

Q. 10  a) A Marketer intends to market the following products using cyber marketing:
    i) Smart Phone  ii) Books
    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.

*******