


General Instructions:

- 1) All questions in both the sections are compulsory.
- 2) Marks for questions are indicated each.
- 3) All parts of a question should be answered at one place.

Q. No.	SECTION A:	Marks
1	This approach focuses on customer retention and satisfaction rather than being transactional in nature. Identify the concept A. Customer Value B. Selling C. Societal Marketing D. Relationship Marketing	1
2	The _____ concept lays emphasis on affordability and availability of products. A. Production B. Product C. Societal D. Manufacturing	1
3	What are the 4(four) basic communication styles?	1
4	Merchant middlemen can be _____. A. consumers or retailers B. customers and retailers C. wholesalers or retailers D. wholesalers and retailers	1

5	<p>_____ is a process of developing a business plan, launching and running a business using innovation to meet customer needs and to make a profit.</p> <p>A. Entrepreneurship B. Entrepreneur C. Business Plan D. Leadership</p>	1
6	<p>To develop a good customer service, the service marketer should focus on _____ and also create a strong organisational image. This can be done by communicating clearly to the customers the features of the service being provided.</p>	1
7	<p>Multi-segment strategy is also called as</p> <p>A. differentiated marketing strategy B. niche strategy C. small segment strategy D. single segment marketing</p>	1
8	<div data-bbox="261 1003 906 1549" data-label="Diagram"> </div> <p>The above image describes the _____ concept.</p> <p>A. PLC B. Positioning C. Targeting D. Segmentation</p>	1

9	Text formatting can be done either by using the _____. A. Formatting toolbar B. Text Format menu C. Format menu or by using the Formatting toolbar D. Format menu	1
10	Weaknesses, also known as _____ are what one does not do well and is not good at. A. 'areas of threats' B. 'areas of capabilities' C. 'areas of specialisation' D. 'areas of improvement'	1
11	This step is to understand the competition. The prices and related benefits such as discounts, warranties and special offers need to be assessed. An understanding of the subjective value of the product and a comparison with its actual manufacturing distribution cost will help set an ideal price point. Identify the Step involved in developing the marketing mix. A. Step 1 B. Step 2 C. Step 3 D. Step 4	1
12	Soft drinks use _____ distribution. 	1
13	What is Exclusive distribution?	1
SECTION B – SUBJECTIVE TYPE QUESTIONS		

14	Explain any (2) two different forms of Business Ideas?	2
15	What is the difference between Numbered List and Bullet List? (1 point each)	2
16	Abbreviate SWOT	2
17	Define Marketing Mix as defined by Philip Kotler.	2
18	Identify the scope of Marketing from the given examples 1. Water Park, and Theme parks - 2. Banking, Education, Insurance - 3. Politicians -	3
19	Marketers have to continuously monitor the rival firm's marketing activities, their products, distribution channels, prices and promotional efforts to design its marketing strategy. They must also gain strategic advantage by positioning their products and services strongly against those of their competitors, in the minds of the consumers. Explain the 3(three) types of competition.	3
20	List the steps involved in Positioning Process (First 3 steps in sequence)	3
21	Explain any 3(three) features of marketing mix.	3

22	<p>The customer service for a service firm cannot be distinctly divided into prepurchase and post purchase elements, because production and consumption of a service takes place at the same time. The service provided can prove to be effective in terms of satisfying the customer, only if the gap between which is expected service and offered service is decreased. More the wider gap more the number of disappointed customers; and disappointed customers may result in lowering that company's image.</p> <p>Hence understanding the 7P's of services mix becomes important.</p> <p>Explain the <i>3(P's) of Services Marketing Mix</i> which is an extension of the 4(P's) of Marketing Mix.</p>	3
23	Marketing creates different types of utilities (services). Explain any (4)	4
24	A 'public' means any group that has an actual or potential interest in or impact on the company's ability to achieve its objectives. Kotler and Armstrong have described seven types of publics, Explain any (4) four.	4

25	<p>The targeting stage of segmentation is concerned with making choices about the segments to serve. The targeting process is concerned with balancing the attractiveness of segment opportunities against the available resources and the capabilities. Identify the types of Targeting from the cases given below</p> <ol style="list-style-type: none"> 1. This type of strategy is used, If there are meaningful differences in customer needs within segments which are presently not being met by current market segmentation. For example, a ready food kitchen may go in for segmentation within such segment. Food remains the same, but prices differ. We may call it as ‘Micromarketing’ - 2. This segment consists of sufficient number of customers seeking somewhat specialised benefits from a good or service. This strategy would avoid direct competition with larger firms who are pursuing bigger segments. This strategy is also known as ‘Concentrated marketing’ - 3. In case of a power supplier, the segments may include domestic users, government users, commercial establishments, factories, occasional users, etc. The power supplier would serve all the segments at the same time. This strategy is known as multi-segmentation strategy. All of them would require separate marketing mixes. This strategy is also called as ‘differentiated marketing strategy’ - 4. There are large risks associated with this strategy. For example, Fax servicing has lost to e-mail, pager has lost to mobile phones, and STD booths have lost due to cheaper telecom services. Identify the strategy – 	4
26	<p>Market segmentation is the process of dividing a heterogeneous market (aggregated) into homogeneous sub unit (segregated). Market segmentation is the identification of portions of the market that are different from one another or share a similar set of needs. Explain the significance of Segmentation (Any 4)</p>	4
27	<p>Explain the 4C'S - consumer-oriented model of marketing mix.</p>	4

28

Promotion represents the different methods of communication that are used by marketer to inform target audience about the product. It is an essential component of marketing as it can boost brand recognition and sales. Promotion is comprised of various elements. *Identify* the elements of promotion and *explain* each in one or two sentences each.

4

