

2022

Time - 3 hours

Full Marks - 80

*Answer all groups as per instructions.
Figures in the right hand margin indicate marks.
Candidates are required to answer
in their own words as far as practicable.*

GROUP – A

1. Fill in the blanks. (all)

[1 × 12

- (a) _____ is called father of modern marketing.
- (b) Marketing mix for products consists of _____.
- (c) Product is the part of _____ marketing environment.
- (d) The individual who purchases goods and services for his / her end use is called _____.
- (e) Family is a _____ sub group.
- (f) _____ divides the total market into smaller segments.
- (g) Product _____ is the ultimate objective of variety reduction.

P.T.O.

[2]

- (h) _____ means the classification of standardised product into well defined class or groups.
- (i) _____ is a group of closely related products.
- (j) _____ is the amount of money charged for a product or services.
- (k) _____ pricing strategy of the firm to restrict the entry of new firms into the market.
- (l) _____ is the process of marketing accomplished via use of internet technology.

GROUP – B

2. Answer any eight of the following questions within two to three sentences each. [2 × 8

- (a) What do you mean by market ?
- (b) What is product mix ?
- (c) What is socio-cultural environment ?
- (d) Define consumer behaviour.
- (e) Define target marketing.
- (f) What is demographic segmentation ?
- (g) Define augmented product.
- (h) What do you mean by product line decisions ?

[3]

- (i) What is meant by packaging ?
- (j) Define price skimming.

GROUP – C

3. Answer any eight of the following questions within 75 words each.
[3 × 8

- (a) What are the objectives of marketing ?
- (b) Distinguish between selling and marketing.
- (c) Explain optimum product mix.
- (d) What do you mean by brand ?
- (e) What are conventional distribution channels ?
- (f) What is promotion mix ?
- (g) What do you mean by personal selling ?
- (h) What is sales promotion ?
- (i) What is integrated marketing ?
- (j) What is social marketing ?

GROUP – D

Answer any four questions within 500 words each.

- 4. Define marketing. Explain the features of marketing. [7
- 5. Define product life cycle. Discuss the various stages of product life cycle. [7

P.T.O.

[4]

6. What is physical distribution ? What are the objectives of physical distribution ? [7]
7. Define consumer behaviour. Explain how psychological factors influence buying descisions. [7]
8. What are the various factors affecting the price of the product ? [7]
9. What do you mean by rural marketing ? Briefly explain the problem faced by marketers in rural marketing. [7]
10. What is social marketing ? Briefly explain the elements of social marketing. [7]