

# Principles of Marketing

According to Minimum Uniform Syllabus for  
B.Com (Hons.), B.Com (Pass), BBA and other Courses  
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# Question Bank

# QB

1. Define Marketing and explain its nature/characteristics.
2. Briefly explain the objectives of Marketing.
3. Explain the scope of Marketing.
4. Explain the role or importance of Marketing.

OR

Explain the importance of Marketing for customers and society.

5. Distinguish between 'Marketing' and 'Selling'.
6. What is meant by Marketing concept/ philosophies? Explain the concepts of marketing and discuss its importance in modern organisations in accomplishing their objectives.
7. "There is one and only one valid definition of business purpose; to create a customer." Discuss this statement keeping in view the nature and importance of marketing.
8. Describe the marketing concept and its application with reference to a company known to you engaged in marketing of consumer durables.
9. Write short note on Selling concept.
10. Distinguish between Marketing concept and Selling concepts. Support your answer with some Indian examples.
11. What is the holistic marketing concept?
12. What is Societal Marketing concept? Explain some situations in which blind practice of customer concept by the company create problems for society.
13. "The present day marketing is customer driven." Explain the statement with the help of suitable examples.
14. "Marketing begins before production and continues after sale." Comment.
15. "Marketing creates value for customers and builds profitable customer relationships and captures value from customers in return." Discuss by giving suitable examples.
16. "Modern marketing is an integrated process of identification, assessment and satisfaction of human wants." Comment.
17. Modern marketing concept is applicable to all business organisations, irrespective of their size, nature or functionality. Give reasons for your answer.

18. Discuss the stages in the evolution of modern marketing by giving suitable examples.
19. "Modern marketing is consumer driven." Comment and bring out the difference between marketing and selling.
20. Write short note on Service Marketing.
21. What do you mean by Marketing Mix? Explain the concept and scope of expanded Marketing Mix.

OR

Why is it important to have a right marketing mix? Also discuss the elements of marketing mix in brief.

22. Explain the concept of extended Marketing Mix.
23. "Marketing Mix framework takes care of seller's interest and not of buyers." Do you agree? Explain.
24. Explain the term marketing environment. Why scanning the marketing environment is a crucial decision-making criterion for marketers.
25. Why do you think environmental scanning and analysis is important for marketer?
26. Explain how changes in the demographic and economic environment affect marketing decisions.
27. Why is it important for a marketing organization to regularly scan the environment? Discuss the impact of technological environment.
28. Why a marketer should be sensitive to the environment under which it is operating. Discuss how some recent changes in the Indian political-legal environment will have a bearing on marketing decisions.
29. Why should a marketer be sensitive to the environment under which he operates? Explain some recent changes in the economic environment had an impact on the marketing decisions of some companies.
30. How does socio-cultural environment affect marketing decisions?
31. In what manner do the economic and technological factors influence the demand for a product or service?
32. How to changes in cultural environment affect marketing decisions?
33. What is consumer behavior? Why is it important for marketers to study the behavior of their consumers? Explain briefly the various factors influencing consumer behavior, taking examples of consumer durables of your choice.
34. What are the major stages of consumer's buying decision process? Explain with the help of suitable examples.
35. What is meant by consumer buying behavior? How can a marketer benefit from the study of consumer's post-purchase behavior?
36. Why should marketers study post-purchase behavior of consumers? How can such behavior be studied?
37. "In India, family plays a crucial role in shaping consumer behavior." Do you agree with this statement? Give reasons for your answer.
38. What do you mean by a reference groups? How do these groups influence consumers' buying decisions?
39. What are the marketing strategies any marketer should adopt during research and evaluation stage of consumers' purchase decision process?

40. "Different products need different kind of buying process from a consumer's perspective." Discuss with respect to Henry Assael's Model of consumer buying behavior.
41. Explain the significance of customer value and satisfaction for a marketer.
42. "Personality traits and attitudes are important factors to guide consumer behaviour." Explain.
42. Discuss the impact of cultural factors on consumer behavior.
44. Discuss the role of social and psychological factors in taking a purchase decision by a consumer.
45. "Do you think decision of buying a soap and a house differs a lot?" Explain with reference to Howard and Sheth Model of consumer buying behavior.
46. What are the various steps in consumer decision-making process for the following products:
  - (a) Bottled mineral water
  - (b) Laptop.
47. Do all consumers pass through all stages in buying,
  - (a) Shampoo or a personal computer
  - (b) Double door refrigerator and toilet soap.
48. Explain how changes in the demographic and economic environment affect marketing decisions.
49. Explain the term Market Segmentation? Discuss the importance of Market Segmentation.
50. What are the criteria on the basis of which Market Segmentation can be done? Explain in detail.
51. "Segmentation is a strategy used by the marketers to get the firm focused on the customer." Discuss.
52. What is meant by Market Segmentation. Suggest suitable basis to segment market for an Airline's Company.
53. Suggest suitable basis for marketing segmentation for the following products:
  - (a) Footwear
  - (b) Mobile phone
  - (c) Airline travel
  - (d) Car
  - (e) Cosmetics
  - (f) Five-star hotel rooms
  - (g) Icecreams
  - (h) Baby food
  - (i) Furniture
  - (j) Camera
  - (k) Detergents
  - (l) Toothpastes
  - (m) Carpets
  - (n) Housing Apartments
  - (o) Shoes
  - (p) Wrist watches.
54. What is meant by Segmentation? Suggest suitable basis to segment market for the following products:

- (a) Mobile Phones
  - (b) Airlines travel
  - (c) LED TV's
  - (d) Smartphone
  - (e) Soft drinks
  - (f) Notebooks for schoolchildren.
55. How will you evaluate and select the segmented markets to be targeted?
56. Define Market Targeting? How is it different from Market Segmentation?
57. Explain the concept of Positioning. Illustrate with suitable example.
58. "Market Segmentation is important for target markets and target markets are important for product positioning." Discuss.
59. "Market Segmentation and product positioning are the basis for market planning and strategy." Comment upon the statement explaining the different criteria for market segmentation.
60. Distinguish between the concepts of market segmentation, targeting and positioning by taking suitable examples.
61. What do you mean by Product Differentiation? What are the different basis of Product Differentiation?
62. Differentiate between Product Differentiation and Market Segmentation.
63. "With products being differentiated more and more, markets are certain to become increasingly segmented." Discuss the statement.
64. Explain the terms: Differentiated (Segmented) Marketing and Concentrated (Niche) Marketing.
65. What is a Product? What are the five different levels of a product which are to be addressed by a marketer?
66. What is Product Concept?
67. How would you classify a product on the basis of the following:
- (a) Durability and tangibility
  - (b) Consumer goods
  - (c) Industrial goods.
68. Briefly discuss the classification of consumer products on the basis of:
- (a) Durability and tangibility
  - (b) Shopping efforts.
69. Differentiate between convenience, shopping and specialty goods. Also explain marketing strategies of convenience and shopping goods.
70. Briefly discuss the various stages through which a customer goes through while buying a customer durable product, say, a laptop. Does a consumer has to go through all the stages while buying a product?
71. A reputed electronic company has launched an electronic cordless broom in the market. The product price at ₹ 2,000 is targeted at middle income households. What positioning strategy would you suggest for this product and why? What would be the consequences if this product is not rightly positioned?
72. What is product mix? Explain, with the help of suitable examples width, length, depth and consistency of product mix.

73. Define product mix. What type of decisions need to be taken by marketer regarding product mix?
74. What do you mean by product mix? What are the strategies which a manager can make after its analysis?
75. What do you mean by Branding? How important is it for a marketer to create a brand for his product?
76. What is Branding? What are the brand decisions a company must take before a product is offered to the target market?
77. Explain the significance of branding in modern day marketing.
78. Explain the difference between individual branding and umbrella branding. Discuss their advantages and disadvantages.
79. Define the concept of Brand Equity. Why is it important for companies to build strong brand equity in the market?
80. Explain the meaning of Brand Positioning.
81. You are the Brand Manager of a consumer durable product line. A new product is to be introduced in the market. What are the decisions you will need to take regarding branding of that product?
82. What do you mean by packaging? Explain its objectives and functions.
83. "Packaging of a product is often regarded as a 'silent salesman'." Explain the above statement. Also describe briefly the types of packaging available in the market.

OR

Examine the role of packaging in overall marketing strategy. What factors account for increasing importance of packaging as a tool for product promotion?

84. Explain the various levels of packaging.
85. Explain the characteristics of a good package.
86. Explain the importance of packaging.
87. "Packaging is an important tool of sales promotion." Comment.
88. Discuss the problems we face while packing a product.
89. What do you mean by Labelling? What are its functions and objectives? And how does it help a customer in his purchase decision?
90. Explain the various types of labels used by marketers for their products.
91. Distinguish between Packaging and Labelling.
92. What are Product Support Services offered to customers?
93. Write a short note on "After-Sales Service."
94. "With the growing similarity of products between the companies after-sales service provides a cutting edge." Elaborate.
95. State certain important components of After-Sale Service.
96. Explain the concept of Product Life Cycle (PLC).
97. State the limitations of product life cycle.
98. What are the different strategies adopted by marketers in the introduction stage of product life cycle?
99. If you are the product manager of a product at growth stage, what are the strategies you will adopt for your product on the basis of PLC concept?

100. Suggest the appropriate marketing strategies for maturity stage of PLC. Give suitable examples for justifying your answer.
101. Describe how the concept of PLC is useful for a marketer whose product is at the declining stage of PLC.
102. What strategies should be adopted by a marketer to delay the entry into the decline stage?
103. How is understanding of Product Life Cycle useful to a marketer? Is PLC universal in its application? Reason out your answer.
102. What do you understand by New Product Development? What are the different phases through which a product passes before entering into the market? Briefly describe each stage.
105. Briefly discuss the steps that you should be taken in planning and development of a new product.
106. "New products are found by uncovering best possible set of unmet customer needs or technological innovations." What are the ways by which a manager can determine these unmet needs or innovative ideas for a new product development?
108. How is the stage of Product Idea Screening important in the process of New Product Development? What are the common errors which can be made by a marketer at this stage?
109. Explain the role of concept testing in the process of New Product Development.
110. What do you understand by market testing? Describe briefly how it is done? What are its objectives?
111. Distinguish between concept testing, product testing and test marketing. Also discuss why it makes sense to go for test marketing before launching a product?
112. What do you mean by Test marketing? How is it different from concept testing? Discuss why a marketer prefers to go for a test marketing before launching a product?
113. Why do new products fail? What are the check-points or precautions a company must adopt in the process of evolving new products?
114. What do you understand by pricing? What is the significance of pricing strategy?

OR

- "Pricing can make or break the prospects of a product." In the view of the statement, discuss the significance of pricing.
115. If you were the Marketing Manager of a firm introducing a new product in the market, what steps will you follow to decide about the price of the product?
  116. What factors are taken into consideration while determining the price of a consumer product?
  117. What do you mean by differentiated pricing? Explain in detail with suitable examples.
  118. Discuss the pricing objectives in brief.
  119. Discuss the various pricing methods.
  120. In what manner does the price policy of a product affect the other components of the marketing mix?
  121. Briefly discuss the following pricing strategies:
    - (a) Competitive pricing
    - (b) Discriminative pricing
    - (c) Psychological pricing
  122. Write a short note on the following:

- (a) Skimming pricing
  - (b) Penetration pricing
123. “Pricing policy provide the framework and consistency needed by the firm to make reasonable, practicable and effective pricing decisions.” In the light of the above statement, discuss the various pricing policies recognised for pricing.
124. For each of the following products, specify which pricing policy needs to be adopted by the manufacturer and why?
- (a) Highly fashionable dress designed by Ritu Beri.
  - (b) A newly introduced textbook for B.Com course.
  - (c) A detergent brand.
125. Why is Rural Marketing importance India? Discuss the types of product decisions and pricing decisions appropriate for rural markets.
126. Your company is going to launch a 5G smartphone. As a marketing manager, you have to decide between penetration pricing and skimming pricing. Which of the pricing policy will you recommend for the smartphone and why?
127. “Pricing methods of a firm may either be cost-driven or market driven.” Discuss.
128. “Price should be value-driven not cost-driven.” Do you agree with the statement? Discuss.
129. Distinguish between penetration pricing and skimming pricing. Which of the pricing policy you will recommend for:
- (a) A new home security system
  - (b) LED TV’s
130. How does a pricing policy of a product affect the other components of marketing mix of a firm? Distinguish between cost-based pricing and value-based pricing?
131. What are the ethical issues in pricing decisions?
132. What do you understand by Channels of Distribution? What are their functions and importance for a manufacturer?
132. Discuss the types of Channels of Distribution in marketing.
134. What are the factors that need to be considered while selecting a distribution channel?
135. “Selection of distribution channels requires a compromise between cost and control.” Discuss the statement and explain the various factors affecting the choice of a particular channel.
136. What factors should be taken into account while planning the distribution network for a product?
137. What are the different channel policies a manufacturer must keep in mind while making a distribution policy?
138. What is Channel Width? Discuss this concept in detail.
139. Explain the following trends in marketing channels:
- (a) Vertical Marketing System
  - (b) Horizontal Marketing System
  - (c) Multi-channel Marketing System
140. “Channels of distribution, add convenience for consumers and help make the product available at right place.” Explain the statement by suitably exemplifying the answer.
141. Discuss the various strategies of distributing a product.



OR

Differentiate between 'Intensive Distribution' and 'Selective Distribution'. In what circumstances will you use each of these alternatives?

142. "The middlemen are doing nothing but simply robbing the customers." Comment on the statement under the growing feeling for the discontinuation of middlemen.
143. What are the different ways in which a manufacturer can distribute the product with the help of middlemen?
144. What do you understand by 'Direct Marketing'? What are the different types of direct marketing adopted by manufacturers in the industry? Give suitable examples.
145. Discuss in detail about Direct Selling. What are its advantages and disadvantages?
146. Who is a wholesaler in a distribution channel network? How do you differentiate them on the basis of functions they perform?
147. What are the different functions performed by a wholesaler?
148. How has the position of the wholesaler been affected in the modern marketing system?
149. Compare and contrast the Speciality stores vs. e-tailers.
148. What is meant by e-tailers? What are their advantages and disadvantages.
149. What do you understand by physical distribution of goods or logistics? What are the steps of logistics planning?
150. What are the major decision areas of marketing logistics/physical distribution a firm must keep in mind before setting up a distribution strategy?
151. What is the Logistics of Distribution?
152. What do you mean by Logistics Management? Explain the various components of Logistics Management. Explain the objectives and benefits of logistics management.
153. What do you mean by Retailing? What are the characteristics of Retailing?
154. Discuss in detail about the Store Based Retailing.
155. Explain the concept of non-store retailing activities. Discuss its various types.
156. Differentiate between a Hyper Market and Super Market.
157. "Traditional convenience store retailers will not be able to face the onslaught of modern retail." Comment.
158. With the increase in the share of organised retailing in India, will the 'Kirana Stores' (mom and pop stores) be affected? What strategies should be adopted by them to withstand this onslaught?
159. "Despite its growing popularity, the organised retail in India has its own share of problems, whereas Kirana stores continue to offer many advantages." Discuss.
160. What do you understand by 'Chain Stores'? Discuss in detail with suitable examples.
161. Define Super Market. What are its salient features?
162. What do you mean by Speciality Stores? What are their merits and demerits?
163. Discuss the concept of Vending Machine in detail.
164. How are the Indian retailers benefited from e-commerce?
165. Write a short note on Corporate Retailing.
166. What are the major retailing operations which a store manager must keep in mind in order to have smooth functioning of the store?

167. "Retail industry in India is undergoing a considerable change." Comment on the statement.  
168. "Retailing scenario in India is undergoing a constant change." Comment.

OR

What is Retailing? What are the reasons for the growing popularity of organised retailing in India?

169. "The retailing scenario in India is undergoing a constant flux and change." Discuss.  
170. "Promotion is the process of communication between seller and the potential buyer." Comment on it.  
171. Discuss the importance of promotion in marketing.  
172. Explain the nature of Promotion.  
173. What do you mean by push and pull strategies?  
174. Describe and differentiate between push strategy and pull strategy in promotion of products.  
175. List up to *four* different methods of promotion available to business?  
176. What are the characteristics of effective advertisement? Is advertisement necessary for business?  
177. Differentiate between Advertising and Publicity.  
178. "Advertising and Sales promotion are complementary to personal selling as tools of promotion." Comment.  
179. Distinguish between Advertising and Personal Selling.  
180. Explain the reasons for growing of personal selling in India.  
181. "Personal selling is the most flexible, most pinpointed and complete method of promotion." Define it. What are the pros and cons of using personal selling as a means of promotion?  
182. "Public Relations (PR) manager is key personnel in an organisation." Explain.  
183. What is Sales promotion? Explain any *five* techniques of sales promotion used by modern business firms.  
184. List different reasons for increasing uses of sales promotion for a business?  
185. How does sales promotion complement advertising and personal selling?

OR

"Sales promotion is an important tool of promotion, which supplements personal selling and advertising efforts." Explain. Discuss the benefits and limitations of sales promotion.

186. Describe the following:  
(a) Advertising appeals (Themes of Advertisement)  
(b) Integrated Marketing Communication  
(c) One-to-one Marketing
187. What is promotion mix? Outline the factors affecting promotion mix? Which methods of promotion may be used by a business like telecom industry?
188. What do you understand by promotion mix? A company wishes to launch a new toothpaste. What type of promotion strategy would you recommend and why?
189. What do you understand by communication mix? Suggest the suitable communication mix with reasons for the following products:  
(a) A Herbal Shampoo  
(b) A Sachet packing Machine

190. Discuss the following for their role in promotion mix:
  - (a) Product considerations
  - (b) Target market characteristics
191. A Fast Moving Consumer Goods (FMCG) Company is going to launch fairness cream for men. Suggest suitable promotion mix for the company, giving the reasons.
192. A leading fashion designer is introducing the latest line of designer wear for women. Advise her about an appropriate promotion mix strategy.
193. Write a short note on Consumerism.
194. Why is there a need for Consumer Protection? Briefly explain the measures of consumer protection.
195. Briefly discuss the salient features of Consumer Protection Act, 1986.
196. What remedies are available to a consumer in India under Consumer Protection Act, 1986. Explain the role of State machinery in India under Consumer Protection Act, 1986 in providing relief to the consumer.
197. Briefly discuss the rights of consumers and the machinery for redressal of consumer grievances under the Consumer Protection Act, 1986.
198. Explain the remedies available to consumers in India against the supply of substandard and defective products.
199. Write short note on Online Marketing.
200. "Online Marketing is the need of this era." Describe how online marketing can create a difference in the current marketing scenario.

OR

- "Online Marketing is a concept of creating a win-win relationship with the customers." Comment.
201. What is the relevance of 'Online Marketing' in the modern era? How far it has been popular and successful in India?
  202. What do you understand by Green Marketing? Why is it getting popular these days? What are the major issues which are focused in green marketing?
  203. Write notes on:
    - (a) Consumer Protection Act
    - (b) Direct Marketing
    - (c) Green Marketing
  204. Explain the concept of Relationship Marketing or Customer Relationship Marketing.
  205. What are the dimensions of Relationship Marketing?
  206. "Creating a new customer is much more costlier than retaining the older one." Comment on the statement in light of Relationship marketing concept.
  207. Discuss the principles of Sustainable Marketing.
  208. Discuss the benefits of Sustainable Marketing.
  209. Discuss Sustainability Marketing Myopia as a major challenge in Sustainable Marketing.

OR

210. Give some examples of Sustainable Marketing in the Indian context.
211. Discuss the issues and challenges associated with Sustainability Marketing.

212. Write a short note on Marketing Ethics.
213. "Marketers must do no harm." In the light of this statement, write a detailed note on Marketing Ethics.
214. What is Rural Marketing?
215. "The Rural Society is urbanising gradually, with the increase in literacy rates and exposure to global trends." Do you agree? Discuss the growing importance of Rural Marketing.
216. "Opportunities in rural markets in contrast to urban markets, are dependent on various factors." What are those factors? Explain briefly.
217. What are the major roadblocks faced by the marketers in dealing with Indian Rural Markets?
218. Why are Indian Rural Markets attracting marketers in recent times?
219. What are the different strategies which should be adopted by Indian marketers for tapping the rural markets?
220. Rural markets are tomorrow's markets in India. Do you think so? What are its implications in the marketer?
221. What is the significance of markets like 'Haats' and 'Melas' in rural marketing?
222. The nature of rural markets in India poses different challenges. How should the marketing strategies be adopted by an FMCG company to make inroads in the rural markets?
223. "Mere transfer of urban products to rural markets does not help in rural marketing success." Discuss.
224. How is the marketing mix changed for rural markets? Do you think separate approaches are needed to tackle the rural markets? Justify your answer.
225. As a marketer, what modifications will you incorporate in marketing mix of an FMCG company to make it suitable for rural market?
226. Differentiate between urban and rural markets in terms of various kinds of marketing mix.
227. Discuss the concept of Social Marketing. Discuss its applications and advantages.
228. Discuss the elements of Social Marketing Mix.
229. Discuss the issues and challenges associated with Social Marketing.
230. Write a short note on Social Marketing. How is it different from profit-oriented market?
231. Distinguish between Social Marketing and Commercial Marketing.
232. What is meant by Digital Marketing? Discuss its advantages.
233. Distinguish between Digital Marketing and Internet Marketing.
234. Distinguish between Traditional Marketing and Digital Marketing.
235. Discuss the features and characteristics of Digital Marketing.
236. Explain the 5D's of Digital Marketing.
237. Discuss the online and offline Digital Marketing Channels.
238. State certain issues and challenges linked with Digital Marketing.

# University Question Papers

# QP

## **B. Com (Hons.) Principles of Marketing**

### **Question Paper-1**

1. (a) “Marketing creates value for customers and build profitable customer relationships and capture value from customers in return.” Discuss by giving suitable examples.  
(b) What is marketing environment? Is it important for a large company to regularly scan the marketing environment? Explain your reasoning with examples.

OR

- (a) Why is it important to have a right marketing mix? Explain the components of marketing mix for FMCG company.  
(b) What do you understand by consumer behaviour? How do socio-cultural factors influence consumer behaviour? Give examples to support your answer.
2. (a) Distinguish between:
  - (i) Differentiated (segmented) marketing and concentrated (niche) marketing
  - (ii) Product differentiation and market segmentation  
(b) Briefly discuss the steps in planning and development of a new product. Why do new products fail to satisfy a consumer needs and wants?

OR

- (a) What is Market Segmentation? Suggest suitable bases to segment markets for the following products:
  - (i) Smartphone
  - (ii) Notebook for school children  
(b) How is understanding of Product Life Cycle (PLC) useful to a marketer? Is PLC universal in its application? Reason out your answer.
3. (a) Explain the factors that influence the pricing of a product.

- (b) A leading fashion designer, is introducing the latest line of design pair for women. Advise her about an appropriate promotion mix strategy.

OR

- (a) Briefly discuss the following pricing strategies:
- (i) Competitive Pricing
  - (ii) Discriminatory Pricing
  - (iii) Psychological Pricing
- (b) ‘Sales promotion acts as a bridge between advertising and personal selling.’ Explain. Briefly discuss the benefits and limitations of sales promotion.
4. (a) Explain the following trends in marketing channels:
- (i) Vertical marketing system
  - (ii) Horizontal marketing system
  - (iii) Multi-channel marketing system
- (b) Why has retail marketing become so important in India? What are the problems before organised retail in India?

OR

- (a) Example the importance of channel of distribution in marketing of products. What factors affected the choice of channel of distribution for Jeans?
- (b) “Retailing brings about a final point of contact between climate, consumer and the manufacturer.” Do you agree? State reasons for emergence of non-store based retailing in India.
5. Write short notes on any three:
- (a) Consumer protection in India.
  - (b) Online Marketing
  - (c) Social Marketing
  - (d) Growing importance of Rural Marketing in India.
  - (e) “Understanding rural consumer is different.”

OR

- (a) What is rural marketing? How would you plan marketing mix for rural markets?
- (b) What is meant by Marketing Ethics? What is the need for ethics in marketing? State the major ethical issues in marketing.

## Question Paper-2

1. (a) “Marketing is the creation and delivery of a standard of living.” Do you agree with the statement? Explain it in the light of the importance of marketing from the consumer’s perspective.
- (b) Explain the concept of Integrated Marketing.

OR

- (a) What is Societal Marketing Concept? Explain some situations in which blind practice of customer concept by the company create problems for the society.
- (b) Do you think that knowledge of consumer behaviour helps company to serve its consumers better? Discuss.

2. (a) Why does a marketing manager need to study marketing environment when it can do little to control or influence it?  
(b) "In India, family plays a crucial role in shaping consumer behaviour." Do you agree with this statement? Give reasons for your answer.

OR

- (a) What comprises macro environment for a company? Discuss the implications of the following events on companies marketing strategy:  
(i) Growing popularity among consumers for eco-friendly products  
(ii) Population of youth is growing in India.  
(b) "A package is considered as a silent salesman." Do you agree with the statement? Discuss.
3. (a) "Effective communication is the essence of promotion." Discuss the statement in the light of importance of promotion in marketing.  
(b) Define the concept of Brand Equity. Why is it important for companies to build strong brand equity in the market?

OR

- (a) What is Market Segmentation? Suggest suitable ways to segment market for the following products:  
(i) Cosmetics  
(ii) Wrist watches  
(b) "Price should be value-driven, not cost-driven." Do you agree with the statement? Discuss.
4. (a) Suggest the changes needed while redesigning the elements of marketing mix for targeting rural customers.  
(b) Write a note on the present retailing scenario in India.

OR

- (a) Explain the remedies available to customers in India against the supply of substandard and defective products.  
(b) What is the significance of period markets like 'Haats' and 'Melas' in rural marketing?
5. (a) Write short notes on any two:  
(i) Intensity of distribution  
(ii) One to One Marketing  
(iii) Personal selling  
(b) Explain the Maslow's theory of motivation with proper diagram.

### Question Paper-3

1. (a) "Marketing begins before production and continues after production." Comment.  
(b) Discuss in detail the concept of 'Holistic Marketing'.

OR

- (a) Identify the recent changes in the Indian economic environment and its marketing implications.  
(b) 'Given the breadth, complexity and richness of marketing, clearly the traditional four Ps are not adequate.' Discuss.

2. (a) What are the requisites of effective market segmentation? Distinguish between product differentiation and market segmentation.  
 (b) Discuss the role of cultural and social factors in shaping the buying behaviour of a consumer.  
 OR  
 (a) What is target marketing? Distinguish between undifferentiated and concentrated marketing strategies.  
 (b) Discuss the classification of consumer products on the basis of shopping efforts involved.
3. (a) A well known group famous for herbal products in India, is planning to launch *Atta noodles* in India. Taking it as an example, explain concept testing, product testing and test marketing.  
 (b) Explain the key considerations while deciding the price of a product.  
 OR  
 (a) A car company is launching small car for the middle income group. Suggest appropriate promotion mix to the company.  
 (b) Explain the concept of PLC. Do all the products go through this cycle? Briefly explain the characteristics along with the appropriate strategies to be used in the maturity stage of a product.
4. (a) "Retailing scenario in India is undergoing a constant flux and change". Discuss.  
 (b) What factor should be taken into account while planning the distribution network for a product? Discuss.  
 OR  
 (a) Differentiate between intensive, selective and exclusive distribution.  
 (b) "Mere transfer of urban products to rural markets does not help in rural marketing success." Discuss.
5. Write short notes on any three:  
 (a) Marketing Ethics  
 (b) Customer Relationship Management  
 (c) Online Marketing  
 (d) Integrated Marketing Communication  
 (e) Cognitive Dissonance

### **Question Paper-4**

1. (a) Define and contrast marketing concept and selling concept.  
 (b) Explain the major components of macro marketing environment.  
 OR  
 (a) Discuss the various factors which influence customers buying decisions  
 (b) Why is marketing important for Business Enterprises, Customers and Society.
2. (a) With the help of an example, explain the meaning of segmentation, targeting and positioning (STP).  
 (b) Explain the characteristics and marketing strategies of convenience and shopping goods.  
 OR  
 (a) What is a product Discuss the various levels of a product.  
 (b) Write a note on the strategies used by the marketers at different stages of the Product Life Cycle.



3. (a) List and explain the internal and external factors affecting price determination.  
(b) What are the various factors that affect the promotion mix decisions of a firm?  
OR  
(a) Differentiate between pull and push strategies.  
(b) Critically evaluate the cost oriented pricing methods.
4. (a) What is physical distribution? Explain the various components of physical distribution.  
(b) What are the various forms of non-store retailing in India?  
OR  
(a) What are the different forms of distribution strategies used by a company?  
(b) Write a note on the importance of marketing channels.
5. Write short notes on any three:  
(a) Marketing Mix Planning for Rural Markets  
(b) Post Purchase Consumer Behavior  
(c) New Product Development  
(d) Communication Process  
(e) Online Marketing.

### Question Paper-5

1. (a) "Marketing is no more a function of marketing department only." Explain the statement and also discuss the nature and importance of marketing.  
(b) "To be successful a marketer needs to judiciously mix all the elements of marketing". Briefly explain those elements giving example.  
OR  
(a) Explain the evolution of marketing concepts.  
(b) Why is it necessary to understand marketing environment? Explain the demographic and economic environmental factors that affect the marketing decisions.
2. (a) Explain the various stages in consumer buying process. Do consumers need to pass through all stages while buying all the products? Give reasons in support of your answer.  
(b) What is meant by product positioning? Briefly discuss the major basis of positioning of a product.  
OR  
(a) What is Market Segmentation. Suggest and explain suitable basis to segment market for the following products:  
(i) Car  
(ii) Cosmetics  
(b) Explain the cultural and social factors affecting consumer buying behavior.
3. (a) Explain Product Life Cycle (PLC) with the help of diagram. What strategies will a marketer use in the maturity stage of place of a product?  
(b) Explain the following:  
(i) Psychological pricing  
(ii) Discounts and rebates.

OR

- (a) Explain the difference between individual branding and umbrella branding giving examples. Discuss their advantages and disadvantages.
- (b) Differentiate between skimming-the-cream and penetration pricing. In which situations these are more suitable?
4. (c) Explain the communication process used in the promotion of goods and services.
- (d) Briefly explain the various elements of distribution logistics.
- OR
- (a) Discuss the major types of non store based retailing in India, giving examples.
- (b) Briefly explain the various promotional tools used by the modern day marketer.
5. Write short notes on any three of the following:
- (f) Direct Marketing
- (g) Green Marketing
- (h) Push And Pull Strategies of Promotion
- (i) Functions of Packaging and Labelling.

### Question Paper-6

1. (a) Discuss the evolution of marketing concept.
- (b) Explain the consumer buying process with an example.
- OR
- (a) Elaborate on the concept of marketing mix. Is it different from products and services?
- (b) Explain the impact of macro environmental forces on marketing. Give suitable examples.
2. (a) Why is market segmentation important for a marketer?
- (b) Differentiate between convenience goods, shopping goods and specialty goods.
- OR
- (a) What is a product? Discuss the various stages in the development of a new product.
- (b) Discuss the major basis of positioning a product/service in the market.
3. (a) Differentiate between penetration pricing and skimming pricing. Which pricing policy would you recommend for a new product?
- (b) "Advertising is a waste." Critically examine this statement.
- OR
- (a) Write a note on promotion mix.
- (b) Discuss the profit oriented and sales oriented pricing objectives.
4. (a) Define and differentiate between intensive distribution, selective distribution and exclusive distribution.
- (b) What are the various forms of Store-based retailing in India.
- OR
- (a) What is logistics management? Explain the benefits of logistics management.
- (b) Explain the factors affecting selection of a marketing channel.
5. Write short notes on any three:
- (a) 4 A's of Rural Marketing

- (b) Consumer Protection in India
- (c) Importance of Branding
- (d) Services Marketing
- (e) Communication Process.

## Question Paper-7

1. (a) What do you understand by marketing? Discuss the marketing concepts that have guided the marketing decisions.
- (b) Why does a marketing manager need to understand marketing environment? What are the main elements of the macro environment affecting marketing decision? Explain briefly.

OR

- (a) Explain the concept of marketing mix. As a marketing manager of airlines company, how would you plan the marketing mix?
  - (b) Why is marketing so important in today's world to the business forms and to the society? Elaborate.
2. (a) What are the essentials for an effective segmentation? Explain geographic and psychographic basis of segmenting the market.
  - (b) Does the consumer go through a definitive decision process while buying a laptop? Give reason. Also, discuss the various stages of consumer buying decision process.

OR

- (a) How does the selection of target market and product positioning assist the marketing manager in making prudent decisions?
  - (b) Why is there a need to study consumer behavior? What are the personal and psychological factors which affect consumer behavior?
3. (a) Define product. Explain the classification of products with examples.
  - (b) What do you understand by pricing? Explain cost-based and demand-based pricing.

OR

- (a) "The market today requires setting a systematic new product development process." Discuss.
  - (b) Discuss various factors that a consumer goods marketing firm needs to consider while setting the price.
4. (a) Explain the importance of channels of distribution in marketing of products. What factors affect the choice of channel or distribution?
  - (b) What is promotion mix? What promotion mix would you suggest for the following products?
    - (i) Smartphones
    - (ii) Water purifier.

OR

- (a) "Store based retailing has assumed considerable influence in modern day marketing." Discuss the above statement with reference to various types of store-based retailers.
  - (b) What are the challenges faced by the marketer while marketing goods and services in rural markets? Give suggestions to overcome these challenges.
5. Attempt any *three* of the following:

- (a) Integrated Marketing Communication
- (b) Marketing of Services
- (c) Online Marketing
- (d) Market Skimming Pricing and Penetration Pricing

### Question Paper-8

1. (a) What is the essence of modern marketing concept? How does it differ from the traditional concepts?
- (b) "Marketing mix framework takes care of seller's interest and not of buyers." Do you agree with this statement? Explain.

OR

- (a) "We are to produce what people want and not what we can sell." Explain this statement highlighting the difference between marketing and selling concepts.
- (b) Differentiate between the concept of need and demand with the help of suitable examples.
2. (a) Why is it important for marketers to go for market segmentation? Explain the various levels of market segmentation with suitable examples.
- (b) How the changes in technology affect firms' marketing decisions? Support your answer with real life examples.

OR

- (a) What are the various levels of a product? What is the importance of product in marketing mix of a firm?
- (b) Explain the major psychological factors influencing the consumer behavior.
3. (a) "Cost is an important factor in price determination, but cost alone is not sufficient for determining the price." Discuss.
- (b) Critically examine the role of branding and packaging in the marketing of products.

OR

- (a) What is product life cycle? Discuss briefly the problems faced by the company while introducing new offering in the market.
- (b) Examine the role of a middleman in the present day business. Is it desirable to eliminate them?
4. (a) "The importance of rural marketing is increasing in view of its potential." Comment upon the statement giving reasons for targeting rural market.
- (b) Explain the rights of consumers provided under the Consumer Protection Act, 1986.

OR

- (a) Briefly discuss the features of consumer Protection Act. 1986
- (b) What is relationship marketing? Why has relationship marketing become very important in recent times?
5. (a) Explain the elements of marketing mix for services.
- (b) Write short notes on any two:
  - (i) Selective distribution
  - (ii) Skim pricing/Skimming pricing.
  - (iii) Green marketing

OR

- (a) Differentiate between any two of the following:
- (i) Public Relation and Publicity
  - (ii) Exclusive and Intensive Distribution
  - (iii) Production Orientation and Product Orientation
- (b) Write a short note on the recent developments in E-retail in India.

### Question Paper-9

1. Define selling.
2. What are the subdivisions of commodity market.
3. State any two goals of market segmentation.
4. What is rational buying motives?
5. Define place mix.
6. Define product planning.
7. Briefly state about the concept of channel competition.
8. Define new product.
9. Define sales promotion.
10. What is meant by personal selling?
11. Explain about the technological environment of marketing

OR

Explain the importance of marketing management.

12. What are main difficulties in the studying of buying motives?

OR

What are the secondary buying motives?

13. What are the factors determining the pricing?

OR

Describe about the demand based and competition based pricing methods.

14. Explain about the various types of intermediaries.

OR

What are the various distribution channels for industrial goods?

15. What are the sales promotion methods for traders?

OR

Explain the various types of advertisements in detail.

16. Describe the importance of MIS in detail.
17. What are the basis for market segmentation?
18. Explain the procedures for price determination.
19. Describe the merits and demerits of wholesalers and retailers.
20. Evaluate the benefits and limitations of advertisement.

## Question Paper-10

1. Define 'Marketing'.
2. What is 'Grading'?
3. What is 'Market Segmentation'?
4. What do you mean by 'Product Mix'?
5. What is 'Cost-Oriented' pricing policy?
6. Who is a 'Retailer'?
7. Define 'Personal Selling'.
8. What is 'Primary Advertising'?
9. What is 'Marketing Information System'?
10. What is the meaning of 'Mail Order Business'?
11. What are the uses of Modern Marketing Concept?

OR

Explain the functions of transport.

12. Explain the important Buying Motives.

OR

Write the various stages in the Product Life Cycle.

13. What are the objectives of pricing?

OR

List the basic channels of distribution.

14. What are the advantages of sales promotion?

OR

Explain the kinds of advertising.

15. What are the differences between 'Marketing Information System' and 'Marketing Research'?

OR

State the advantages of 'Direct Marketing'.

16. Explain the classification of warehouse.
17. Explain the major factors influencing consumer behaviour.
18. What are the functions of wholesalers? Explain.
19. Discuss the objectives against advertising.
20. Explain the procedure of Marketing Research.

## Question Paper-11

1. Define 'Buying'.
2. What is 'Packaging'?
3. What do you mean by 'Buying Motive'?
4. What is meant by 'Product Mix'?
5. What is 'Skimming Pricing'?

6. Define 'Channel of Distribution'.
7. What is meant by 'Sales Promotion'.
8. What is 'Advertising'?
9. What is meant by 'Marketing Information System'?
10. What is 'Mail Order Business'?
11. What are the factors determining the development of modern marketing concept?  
OR  
Explain the importance of 'Standardization'.
12. What are the elements of Market Segmentation?  
OR  
Explain the characteristics of Branding.
13. What are the basic channels of distribution?  
OR  
Write the functions of a 'Retailer'.
14. What are the features of personal selling?  
OR  
Explain the functions of 'Advertising'.
15. What are the differences between Marketing Research and Marketing Information System?  
OR  
Explain the advantages of E-Business.
16. Explain the functions of Marketing.
17. Explain the various stages in 'Product Life Cycle'.
18. What are the factors determining pricing of a product? Explain.
19. List the reasons for rapid growth of sales promotion.
20. Describe the process of Marketing Research.

## Question Paper-12

1. Attempt all the parts
  - (i) The benefits of marketing channels are
    - (a) Cost saving
    - (b) Time saving
    - (c) Financial support given
    - (d) All of above
  - (ii) ..... is a marketing channel that has no intermediary levels.
    - (a) Direct marketing channel
    - (b) Indirect marketing channel
    - (c) Forward channel
    - (d) Hybrid channel
  - (iii) How many Level in distribution channel possible?
    - (a) Zero level

- (b) One level
  - (c) Two level
  - (d) All of above
- (iv) Amway use which of the following forms of channel distribution?
- (a) Direct marketing channel
  - (b) Indirect marketing channel
  - (c) Forward channel
  - (d) Fashion channel
- (v) A milk packet supply system, generally how many level of distribution occurs?
- (a) Zero level
  - (b) One level
  - (c) Two level
  - (d) Three level
- (vi) Which is not a strategic role of sales management?
- (a) Tracking
  - (b) Reporting
  - (c) Delivery
  - (d) Optimizes distribution
- (vii) What is the full form of CIS?
- (a) Channel infotainment system
  - (b) Channel induced system
  - (c) Channel information system
  - (d) Channel incorporated system
- (viii) What is the important element in distribution system?
- (a) Wholesaler
  - (b) Retailer
  - (c) Supplier
  - (d) All of above
- (ix) Transporting and storing goods is part of which of the following marketing channel
- (a) Negotiation
  - (b) Physical distribution
  - (c) Contact
  - (d) Matching
- (x) Who sells to the customers?
- (a) Semi wholesalers
  - (b) Wholesalers
  - (c) Retailer
  - (d) Distributor
2. Attempt any *four* of the following
- (a) What do you understand by Marketing and Selling?



- (b) What do you understand by Importance of Marketing?
  - (c) What do you understand by Societal Marketing?
  - (d) What do you understand by Promotion Mix?
  - (e) What do you understand by Pricing Policies?
3. Attempt any three of the following
- (a) What do you understand by Marketing Orientation? Describe in details?
  - (b) What do you understand by Marketing Environmental ?
  - (c) What do you understand by STP Process of Marketing?
  - (d) What do you understand by 7 Ps of Marketing Mix?
  - (e) What do you understand by Distribution Channel and various types of levels in distribution?

### Question Paper-13

1. What is 'Marketing'?
2. What do you mean by 'Standardisation'?
3. Define 'Market Segmentation'.
4. What is 'Product Life Cycle'?
5. What is mean by 'Customary Prices'?
6. What is Physical Distributions?
7. What do you mean by 'Sales Promotion'?
8. What is meant by 'Advertising media'?
9. What is 'Product Research'?
10. What is 'Personal Interview Method'?
11. (a) Explain the elements of buying function.  
Or  
(b) Describe the importance of marketing.
12. (a) Explain the need for new products.  
Or  
(b) What are the special characteristics of a good brand name?
13. (a) Describe the objectives of pricing decisions.  
Or  
(b) What are the functions of wholesalers?
14. (a) What are the advantages of sales promotion?  
Or  
(b) Explain the kinds of outdoor media.
15. (a) What are the kinds of marketing research?  
Or  
(b) Explain the importance of marketing decisions.
16. What are the Classification of warehouses? Explain.
17. Briefly discuss the bases for market segmentation.

18. What are the factors influencing pricing decisions? Explain.
19. Explain the benefits of 'Advertising'. Explain the benefits of 'Advertising'.
20. Explain the various methods adopted for gathering primary data in marketing research.

### Question Paper-14

1. The word market is derived from the Latin word .....  
 (a) Marcatas                      (b) Marcatus                      (c) Most                              (d) None of these
2. Consumer goods are classified into groups.  
 (a) Two                              (b) Three                              (c) Four                              (d) Five
3. Charging low prices initially is called .....  
 (a) Penetration pricing                              (b) Economical pricing  
 (c) Skimming pricing                              (d) None of these
4. .... connects the producer and consumer or wholesaler and consumer.  
 (a) Wholesaler                      (b) Retailer                      (c) Broker                      (d) Service merchant
5. Advertising creates.....  
 (a) Monopoly                      (b) Profit                      (c) Sales                      (d) Loss
6. .... is a place where buyers and sellers interact.....
7. .... involves developing and promoting an awareness of differences between one company's product and those of others.
8. .... is the only element of the marketing mix which generates revenue to the marketer.
9. .... is the connecting link between the producer and consumer to sell the products.
10. The main objective of Advertising is.....
11. Explain the importance of Marketing.  
 Or  
 Differentiate between Market and Marketing.
12. What is new product? Explain its aspects.  
 Or  
 Explain the importance of product innovation.
13. State the objectives of pricing.  
 Or  
 What is competition based pricing? State the various options available arising out of it.
14. State the functions of a retailer.  
 Or  
 Explain the different channels of distribution of marketing consumer goods.
15. What are the demerits of Radio Advertising?  
 Or  
 Differentiate Indoor advertising from Outdoor advertising.
16. What is marketing concept? State the factors affecting marketing concept. What are the advantages of following marketing concept?
17. Explain product planning.

18. What are the various kinds of pricing?
19. What are the functions of middlemen in distribution?
20. Explain the merits and demerits of Newspaper Advertising.

### Question Paper-15

1. (a) "Marketing is no more a function of marketing department only." Explain the statement and also discuss the nature and importance of marketing.  
(b) "To be successful a marketer needs to judiciously mix all the elements of marketing?" Briefly explain those elements giving examples.

Or

- (a) Explain the evolution of marketing concepts.  
(b) Why is it necessary to understand marketing environment? Explain the demographic and economic environmental factors that affect the marketing decisions.
2. (a) Explain the various stages in consumer buying process. Do consumers need to pass through all stages while buying all the products? Give reasons in support of your answer.  
(b) What is meant by product positioning? Briefly discuss the major bases of positioning a product.

Or

- (a) What is market segmentation? Suggest and explain suitable bases to segment market for the following products.  
(i) Car                      (ii) Cosmetics  
(b) Explain the cultural and social factors affecting consumer buying behaviour.
3. (a) Explain Product Life Cycle (PLC) with the help of diagram. What strategies will a marketer use in the maturity stage of PLC of a product?  
(b) Explain the following:  
(i) Psychological Pricing  
(ii) Discounts and Rebates

Or

- (a) Explain the difference between individual branding and umbrella branding giving examples. Discuss their advantages and disadvantages.  
(b) Differentiate between skimming-the-cream and penetration pricing. In which situations these are most suitable?
4. (a) Explain the communication process used in the promotion of goods and services.  
(b) Briefly explain the various elements of distribution logistics.

Or

- (a) Discuss the major types of non-store based retailing in India giving examples.  
(b) Briefly explain the various promotional tools used by the modern day marketer.
5. Write short notes on any three of the following :  
(i) Direct Marketing                      (iii) Push and Pull strategies of Promotion  
(ii) Green Marketing                      (iv) Functions of packaging and labelling

## Question Paper-16

1. (a) Define the modern concept of marketing. What is its significance in modern day scenario ?  
(b) Distinguish between marketing and selling concept. Give suitable examples for the same.  
Or  
(a) What are the stages of the Product Life Cycle (PLC) in terms of the marketing or revenue producing perspective ?  
(b) Explain the different steps in the process of new product development. Give suitable examples.
2. (a) What are various levels of a product? Explain giving illustrations in Indian context.  
(b) Describe different bases of segmentation. Also write the significance of segmentation process.  
Or  
(a) Write a short note on Product Positioning. How would you position a new mobile phone in market place ?  
(b) Briefly explain the factors affecting consumer buying process.
3. (a) In what manner do the economic and technological factors influence the demand for a product or service ?  
(b) Write a short note on online marketing of products, such as various websites and mobile applications.  
Or  
(a) "Is advertising a social waste" ? Critically examine the statement.  
(b) What is advertising media ? Which are the factors to be considered while selecting a suitable advertising media ?
4. (a) Explain the different pricing strategies available to marketer.  
(b) Write a note on societal marketing.  
Or  
(a) What is relationship marketing ? Explain its importance to the marketer.  
(b) Write a note on various elements of promotion mix.
5. Write short notes on any three of the following:
  - (i) Nature of marketing
  - (ii) Segmentation
  - (iii) Viral marketing
  - (iv) Role of social media in marketing
  - (v) Skimming pricing Strategy

## Question Paper-17

1. (a) "The societal concept of marketing is the need of the hour." Do you agree with the statement? How is it different from the marketing concept?

- (b) Do you think that marketing today has to face newer challenges in the wake of a dynamic business environment? If yes, explain these challenges.

Or

- (a) What do you understand by marketing mix? How is marketing mix for a tangible product different from the marketing mix of a service? Explain with the help of an example.

- (b) Define the term 'Consumer behavior.' What is the use of studying consumer behavior to a marketer?

2. (a) Why is analyzing market environment important for marketers? Discuss the impact of demographic and socio-cultural environment on marketing decisions.

- (b) Discuss any two bases on which the consumer markets can be segmented. Give a suitable base for segmenting the market of shoes.

Or

- (a) What do you understand by product-mix? Explain briefly the various product mix decisions a marketing manager has to take.

- (b) Explain the meaning of segmentation, targeting and positioning (STP) with the help of suitable examples. What are the requirements of an effective segmentation?

3. (a) Define Branding, Packaging and Labelling. What are the benefits of strong brand image to a firm and to the consumers?

- (b) Explain the PLC with the help of diagram. What are the various promotional and pricing strategies adopted by firms during the maturity and decline stage of PLC ?

Or

- (a) What is a New Product and what are the various steps taken in developing a new product?

- (b) How is price different from other P's of marketing? Explain briefly the major factors affecting the pricing policy of a firm.

4. (a) Rhea and Supriya wanted to become entrepreneurs and thought of opening their own store to sell their own brand of organic foods. What pricing strategies should be, adopted by them to be able to enter the market?

- (b) What is the importance of channels of distribution in marketing? What are the various types of channels of distribution used by organisations?

Or

- (a) What is the role of promotion in marketing ? Describe in brief the elements of promotion mix.

- (b) Briefly explain the store based and non-store based forms of retailing in India.

5. Write short notes on any three of the following:

- (a) Product Differentiation and Market Segmentation

- (b) After sale services

- (c) Green Marketing

- (d) Online Marketing

- (e) Advertising and Sales Promotion

- (f) Rural Marketing in India,

## Question Paper-18

1. Write any *five* of the following:
  - (a) Define marketing. How does marketing differ from selling?
  - (b) Briefly explain the selling concept.
  - (c) W.T.O. (World Trade Organization).
  - (d) What are the factors of macro environment?
  - (e) Define market segmentation.
  - (f) What is consumer behaviour?
  - (g) Who are the users of marketing research?
  - (h) How the ethics relates in decision-making?
2. (a) Define marketing. Explain the nature and scope of marketing.  
Or  
(b) What is Direct Marketing? Explain its features and types.
3. (a) Define marketing environment. Explain its types.  
Or  
(b) Explain the General Agreement on Tariffs and Trade (GATT) and state its basic principles and objectives.
4. (a) Explain the benefits of market segmentation.  
Or  
(b) Explain the bases for market segmentation.
5. (a) Explain the importance of consumer behaviour.  
Or  
(b) Define industrial market. Explain its features.
6. (a) Explain the marketing research process.  
Or  
(b) Briefly explain the influence of personal ethics in business.

## Question Paper-19

1. What are the objectives of management?
2. What is contingency approach to management?
3. What is management by objectives?
4. What are the two types of plan?
5. What is organization structure?
6. Write any two elements of Delegation of authority?
7. What are the two nature of Division?
8. What are the two elements of organization culture?
9. What are two types of control?
10. List out two units of cost control.
11. Explain the principles of F.W. Taylor Theory in scientific management.

12. Discuss the functions of management.
13. Explain the various steps in planning.
14. Discuss the various sources of recruitment.
15. Explain the various Hurdles to effective communication.
16. Discuss the various steps in controlling process.
17. Explain the importance of Delegation of Authority.
18. Case Study: Compulsory

Vishal Components Limited manufactures a wide range of automobile components. It has a workforce of 1,500 including 250 supervisors and executives. Performance appraisal of these supervisors and executives are conducted by their respective authorities annually. The performance appraisal has three objectives, to start annual increment, to determine promotability and to assess training needs.

In the year 2021-22, few supervisors and executives were not given any increment due to the performance appraisal results. The overall low scores were due to community activity and potential for development which were given equal weightage along with other factors. They are very much against the inclusion of community activity and potential for development in the performance appraisal means for giving pay raise. They argued that all aggrieved supervisors and executives should be given regular annual increments and time-bound promotions. The system would be more objective, fair and free from undue biases.

#### **Question**

1. What action should be taken to the representation made by the aggrieved supervisors and executives?
2. Should there be separate appraisal criteria for appraising supervisors and executives?

### **Question Paper-20**

1. Define marketing.
2. What is local market?
3. What do you mean by Packaging?
4. What is brand?
5. Define Consumer Behaviour.
6. Specify any four types of Market Segmentation.
7. State the features of Penetrating pricing.
8. What do you understand by the term "Pricing"?
9. Define sales promotion.
10. Who is called as middlemen?
11. (a) Explain the various objectives of Marketing.  
Or  
(b) Describe the modern concept of Marketing.
12. (a) Explain the different stages of the product Life Cycle.  
Or  
(b) Explain the benefits of Labeling.

13. (a) What are the major determinants of Consumer Behaviour?

Or

(b) List out any five benefits of Segmentation.

14. (a) Describe the objectives of Pricing.

Or

(b) Explain the various factors influencing pricing decision.

15. (a) State briefly about the objectives of Personal Selling.

Or

(b) Explain the various types of channels of distribution.

16. Examine the various classification of Markets with examples.

17. Discuss the new product planning process in detail.

18. Explain the different types of market segmentation with its features.

19. Describe the procedure for price determination in detail.

20. Elucidate the different kinds of sales promotion.

## Question Paper-21

1. (a) "Marketing involves satisfaction of consumers needs." Elucidate this statement.

(b) Why is it necessary for a marketer to scan the marketing environment? Discuss how some recent changes in the India socio-cultural environment can have a bearing on the marketing decisions of some companies?

Or

(a) "The aim of marketing is to make selling superfluous"? Comment.

(b) "The Marketing Mix is a mix of mixes" In the light of the statement explain the components of marketing mix.

2. (a) Why should marketers study the behavior of their customer? Explain the role of psychological factors on the consumer purchase decision.

(b) "Market Segmentation is important for target markets and target markets are important for product positioning." Elaborate with examples.

Or

(a) "With the growing similarities of product between the companies, after sale service provides the cutting-edge" Discuss.

(b) What do you understand by Marketing Segmentation? Suggest suitable bases for segmenting the markets for the following products:

(i) Watches.

(ii) Car

3. (a) "Distinguish between Market Penetration Strategy and Market Skimming Strategy". In which situations are these strategies suitable?

(b) "New Product failure is the most common phenomena than success". Comment on this statement and briefly discuss the main stages in the new product development process.

Or

(a) "Advertising brings long-term benefits but sales promotion is for quicker results". Comment and briefly discuss the benefits and limitations of sales promotion.



- (b) Explain the concept of Product Life Cycle by taking an example of a high technology product.
4. (a) Examine the role of middlemen in the present day business scenario. Is it desirable and feasible to eliminate them? Explain.
- (b) How changing scenario of retailing in India is affecting the small retailers? What strategies should be used by them to remain competitive?
- Or
- (a) What factors are responsible for the popularity of companies like flipkart.com, amazon.com and snapdeal.com? Discuss.
- (b) "Rural Markets is the hot spot for consumer product companies". How far do you agree with this statement? Explain the problems that India marketers face in tapping the rural markets?
5. Write short notes any three of the following:
- (a) Green Marketing
- (b) Social Marketing
- (c) Services Marketing
- (d) Value-based Pricing
- (e) Packaging and Labeling

## Question Paper-22

1. (a) Discuss the marketing management orientations or philosophies that have guided the marketing strategies over a period of time.
- (b) What is Marketing Mix ? Explain the concept and scope of expanded marketing mix.
- Or
- (a) Why should a marketer be sensitive to the environment under which he operates ? Explain how some recent changes in the economic environment had in impact on the marketing decisions of some companies.
- (b) Briefly explain the stages in the buying decision process. Do all consumers pass through all stages in buying, say a double-door refrigerator and toilet soap ?
2. (a) Distinguish between the concepts of market segmentation, targeting and positioning by taking suitable examples.
- (b) What is meant by Product Life Cycle (PLC) ? What strategies may be adopted by a marketer to lengthen the period of maturity stage ?
- Or
- (a) What is product mix ? Explain, with the help of suitable examples, width, length, depth and consistency of product mix.
- (b) Distinguish between:
- (i) Differentiated (Segmented) Marketing and Concentrated (Niche) Marketing.
- (ii) Packaging and Labeling.
3. (a) How does pricing policy of a product affect the other components of marketing mix of a firm? Distinguish between cost-based pricing and value-based pricing.

- (b) Differentiate between:
- (i) Push and Pull Promotion Strategies
  - (ii) Advertising and Personal Selling.

Or

- (a) Discuss the factors affecting pricing decisions of a product.
  - (b) 'Sales promotion acts as a bridge between advertising and personal selling.' Explain. Briefly discuss the benefits and limitations of sales promotion.
4. (a) 'Despite its growing popularity, the organized retail in India has its own share of problems, whereas Kirana Stores (mom and pop stores) continue to offer many advantages.' Discuss.
- (b) Differentiate between intensive distribution, selective distribution, and exclusive distribution.

Or

- (a) Write a note on Store-based and Non-store-based retailers.
  - (b) Explain the following trends in marketing channels :
    - (i) Vertical Marketing System
    - (ii) Horizontal Marketing System.
5. (a) How are rural markets different from urban markets ? Discuss some of the major problems and challenges in rural marketing.
- (b) What is social-marketing ? How is it different from profit-oriented marketing?

Or

- (a) Why is rural marketing growing its importance in India ? How should a marketer change the marketing mix to suit rural markets.
- (b) What is online marketing? Explain its benefits to buyers and marketers.