

9
QP Code: 363696

Set 3

Q1 A

1. Agents
2. Internet
3. Price stability
4. Specific target audience
5. Publicity
6. Competitors policy
7. Psychological
8. Post purchase Action
9. Both
10. All of these
11. All of these
12. Intangible

B)

1. True
2. True
3. False
4. True
5. False
6. True
7. False
8. False
9. False
10. True
11. False
12. False

Q2. A. Marketing channels for industrial goods- 08 marks- producer- industrial user, producer-distributor- industrial user, producer-agent- industrial user, producer-agent-distributor- industrial user

B. Write a note on logistics: meaning 1 marks, components/ features- 6 marks

OR

Q2. C. Discuss the factors affecting in channel selection: 6 to 7 points for 8 marks: customer characteristics, product characteristics, company profile, competitor's strategy, area coverage, middlemen characteristics, economic conditions, size of order etc

3

D. Define e- marketing: 1 marks. Explain briefly its merits : 3 – 5 points- 3 marks: global markets, audience sizing, lower investment, lower operating cost, convenience shopping, anytime shopping, demerits- 3- 5 points- 3 marks: lack of touch and feel experience, problem of delivery, problem of confidence, low internet user base, problem of payment etc

Q3. Factors affecting promotion mix decisions – 8 marks for 6 – 8 points: type of market, type of customers, push and pull strategy, PLC budget, pattern of distribution, visibility of firm etc and objectives of Promotion- 7 marks for 5- 6 points: awareness, information, persuasion, attitudes, reminder, brand loyalty, brand image, educating customers, expansion of markets etc.

OR

Q3. A. Process involved in marketing communication programme- identifying target audience, determining communication objectives, designing message, determining communication techniques, determining budget, implementation of communication plan, review-08 marks

B. "Social media is important tool in today's marketing communication"- 07 marks- creating awareness, act as a reminder, interactive with customer, global markets, audience sizing, customer relationship

Q4. A. Steps in consumer purchase decision- need identification, information search, evaluation of alternatives, purchase decision, post-purchase decision- 08 marks

B. Distinguish between consumer buyers and organizational buyers-5- 7 points for 7 marks- size of purchases, buying motives, people involved, types of buying decision, complexity of products, advertising, personal selling, channel for distribution, pricing etc

OR

Q4. C. Discuss in detail factors affecting organizational buying behavior:7- 8 points for 8 marks- organizational, personal, interpersonal, environmental, marketing factors

D. Explain briefly straight rebuy, modify rebuy and new task: concept for 7 marks

Q5. A. Define services- meaning for 2 marks, Features- 5 -6 points for 6 marks: intangibility, inseparability, inconsistency, perish ability, involvement of other customer, non transfer of ownership, cannot be returned once sold, cannot be produced in anticipation of demand etc.

B. Approaches to manage service productivity: selection & training, increasing quantity, standardize service, new product solutions, design effective services, incentives to customers, use of technology- 07 marks

3

OR

Q5. Briefly describe the rural market scenario in India: profile of rural customers, profile of rural demand- 15 marks

Q6. A. Write a note on online retailing: meaning 2 marks, merits and demerits- 8 marks

B. Explain various elements in promotion mix: Advertising, publicity, sales promotion, personal selling, public relations, packaging, direct marketing, trade fair and exhibitions, sponsorship- 10 marks

OR

Q6. Write short note on the following: (Answer any 4) (20)

1. Types of middleman: any 3 to 4 middlemen in 2 lines
2. Franchisees: meaning, importance
3. Pull strategy: concept with example
4. Social factors affecting consumer purchase decision: culture, sub culture, religion etc
5. Classification of services: any 3 classification explained in brief
6. Promotional strategies in rural areas: examples of strategies adopted by companies