

PARUL UNIVERSITY
FACULTY OF COMMERCE
B.Com.(Hons) Summer 2018– 19 Examination

Semester: 3**Subject Code: 16103201****Subject Name: Marketing Management - I****Date: 24/04/2019****Time: 02.00 pm to 04:30 pm****Total Marks: 60****Instructions:**

1. All questions are compulsory.
2. Figures to the right indicate full marks.
3. Make suitable assumptions wherever necessary.
4. Start new question on new page.

Q.1 Do as directed.**A) Multiple choice type questions. (Each of one mark)****(06)**

1. All activities involved in selling goods or services for the purpose of resale or business use is termed as –
 - a) Wholesaling
 - b) Retailing
 - c) Direct marketing
 - d) Direct sale
2. Pricing is one of the essential components of _____
 - a) Promotion mix
 - b) Marketing mix
 - c) Product mix
 - d) STP strategy
3. The additional P's of marketing are _____
 - a) People, Physical evidence, Package
 - b) People, Physical evidence, Process
 - c) People, Process, Packaging
 - d) Physical evidence, Process, Packaging
4. One of the disadvantages of branding is –
 - a) It is negative
 - b) It is competitive
 - c) It is costly
 - d) It is risky
5. The objective of Test marketing is to _____
 - a) Test the market with consumers
 - b) Introduce product in open market
 - c) Predict product's performance and its future
 - d) Test consumers with the product
6. Which of the following indicates a sales territory?
 - a) A particular retail outlet
 - b) A particular geographical location
 - c) A specific market segment
 - d) A specific sales journey

B) Definitions / One-liners / Terms. (Each of one mark)**(06)**

1. Define Market Segmentation.
2. What is Advertising?
3. What is Unique selling Proposition?
4. What is product Differentiation?
5. What is Niche Marketing.
6. Which are the elements of Marketing Mix?

Q.2 Numerical / Short Note Questions. (Each of 04 mark)**(12)**

1. Explain Point of Difference and Point of Parity.
2. Discuss any five tools of Product differentiation.
3. Discuss the Elements of communication.

Q.3 Answer the following. (Any Three)**(18)**

1. What is Advertising? Discuss the characteristics of Advertising.
2. Discuss in detail 7 P's of service marketing.
3. Which are the strategies used by the companies to position its offerings to consumers.
4. What is relationship marketing? Explain the scope of the relationship marketing.

Q.4 Answer the following. (Any two)**(18)**

1. Define the concept of promotion-Mix. Explain in detail the Elements of promotion mix.
2. Define Market Segmentation. Explain the bases of market segmentation.
3. Discuss the steps involved in developing effective marketing communication.