

Anjuman Islam Janjira Degree College of Science
Murud-Janjira, Raigad-402401
Affiliated to University of Mumbai

Class: -F.Y.B.M.S	Subject: - Principle of Marketing
Semester: -II	Course code: -
Exam Event: - Summer 2024(FH)	Marks: 75
Date: - 22-04-2024	Duration: - 2 Hours 30 Mins

N.B:

1. All questions are compulsory.
2. Figures to the right indicate full marks.
3. Use of log-table/nonprogrammable calculator is allowed.
4. Answer for the same question as far as possible should be written together.

Q1. A) Match the following columns. (any Eight)

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Group ' A '	Group ' B '
1. Sales Manship	i. Reference group
2. 4 c's of Marketing	ii. Personal selling
3. PEST	iii. Dynamic Concept
4. Social Factor	iv. Production Concept
5. Attitude	v. Environmental Scanning
6. Marketing Mix	vi. Process of dividing market into segments
7. Branding	vii. Digital technology in marketing
8. Product Planning	viii. Co-ordination between product
9. Segmentation	ix. Psychological factor
10. Internet Marketing	x. Brand Name

B) State True and False. (any Seven)

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1. The target market should be adequately profitable.
2. Under product user strategy, a product is associated with a user.
3. E-marketing has a global reach.
4. Age is an important element of demographic segmentation.
5. Marketing Mix focuses on the producer.
6. There are 7 P's of marketing mix
7. There are only market factors affecting the marketing mix.
8. Firms have More Control over the macro environment than the micro.
9. Government policy controllable marketing factor.
10. Marketing Helps to Generate employment opportunities.

Q2A. Attempt any one of the following.

15

1. What do you mean by Marketing? Explain the features of Marketing.
2. Distinguish Between Marketing & Selling.

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OR

- B.**
1. Explain the Concept:
 - i)Product Concept
 - ii) Exchange Concept
 - iii) Transaction
 - iv) Wants & Demand
 2. Discuss the 4C's of Marketing

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- Q.3A. Attempt any one of the following.** **15**
1. Explain the factors in the micro environment of business. **07**
 2. What do you mean by marketing environment? explain its features. **08**

OR

- B.** 1. Discuss any Two types of Marketing Research. **08**
2. Explain the Features of Consumer behavior. **07**

- Q.4 A. Attempt any one of the following.** **15**
1. Discuss the Product life cycle with the help of a Diagram. **07**
 2. What is pricing? Explain the pricing strategies. **08**

OR

- B.** 1. "Sometimes new products fail in Marketing" Comments. **08**
2. Explain the 5 Promotion tools. **07**

- Q.5 A. Attempt any one of the following.** **15**
1. What is Segmentation? discuss its importance **07**
 2. Explain advantages & disadvantages of Internet marketing. **08**

OR

- Q.5 Write Short Notes (Any 3)** **15**
1. 5P's
 2. Features of MIS
 3. PEST analysis
 4. Selling Concept
 5. Importance of Targeting