

**Tilak Maharashtra University**  
**Bachelor of Business Administration (Distance)**  
**(Semester - II) - Internal Evaluation**  
**Marketing Management –I**

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Marks : 80

Code : 71211

**Note:**

- ❖ The Paper Consist of two sections I & II
  - ❖ Section I & II are Compulsory
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**Section – I**

- Q.1 a) Define Marketing Mix, with appropriate examples . 15  
OR  
b) What are the Various functions of Marketing Manager.
- Q.2 a) Explain the difference between Production, Product and 15  
Consumer Organisation.  
OR  
b) Explain various ways for collecting Primary data.
- Q.3 a) Define Forecasting. Explain various methods of demand 15  
forecasting in Consumer Products.  
OR  
b) Explain Tall Organisation in Brief.
- Q.4) Short Notes (ANY THREE) 15
1. Global Market
  2. Role of Multi-national companies
  3. Types of Market Segmentation
  4. Difference between Selling and Marketing
  5. Forecasting

**Section – II**

- Q.5 Choose appropriate option (All questions compulsory) 20
1. The market segment must be sizeable to that common strategy for the segment will give ----- returns to justify the expenditure on these strategies .
- a) substantial,                      b) measurable  
c) Accessible                      d) differentiable

2. In order to reduce -----, the manufacturer started offering high discounts on price and increased credit period.
  - a) Dead stock                      b) Inventories
  - c) competition                    d) loss
  
3. The specific way in which a human being desires to fulfill his needs is caused -----
  - a) want                                b) demand
  - c) necessity                        d) satisfaction
  
4. According to -----, "If a marketer does a good job of identifying consumer needs, developing appropriate products and pricing, distributing and promoting them effectively, these goods will sell very easily."
  - a) Mc Carthy                        b) Philip Kotler
  - c) John Frain                        d) Paul Mazur
  
5. -----organisations have the advantage of distribution of responsibilities and decentralized decision making.
  - a) Flat organization
  - b) End-user based organization
  - c) Tall organization
  - d) Product organization
  
6. In ----- the segmentation can be done according to age, income, occupation, religion, family size etc.
  - a) Geographic segmentation
  - b) Demographic segmentation
  - c) Behavioral segmentation
  - d) Psychographic segmentation
  
7. In ----- market individual consumer decides about the buying of products or services.
  - a) Consumer                        b) Buyers
  - c) Seller                              d) Product
  
8. ----- do not enter the final product themselves but help in manufacturing of the final product.
  - a) Consumer Goods                b) Industrial Goods
  - c) Raw material                    d) Capital Goods

9. The one person who finally purchase to certain extent, these are called
- a) Buying influence                      b) Selling influence  
c) Purchasing influence                  d) Product influence
10. ----- is concerned with the past records as well as future trends by survey methods
- a) Marketing study                      b) Marketing Research  
c) Marketing segmentation              d) Marketing survey
11. Statistical analysis is easy in ----- method.
- a) Closed-ended Questions  
b) Flow-chart questions  
c) Scaled questions  
d) Specialized questions
12. In ----- the divisions are made according to sales, advertising, new product development, distribution etc.
- a) Geographic organization  
b) Flat organization  
c) Functional organization  
d) Product organization
13. The Marketing Manager will be responsible for reducing -----  
- on one hand and at the same time add value to the products.
- a) Selling cost                      b) Operational cost  
c) Purchase Cost                      d) Manufacturing cost
14. India being one of the fast growing -----  
becomes the first choice of the Multinational companies.
- a) Purchase Markets                      b) Seller Markets  
c) Consumer Markets                      d) Product Markets
15. The philosophy behind ----- is that if we make the goods available widely and at low price, they will be automatically sold.
- a) Purchase Orientation                  b) Product Orientation  
c) Price Orientation                      d) Production Orientation
16. Needs of Buyer/Customer is important in -----
- a) Marketing                      b) Selling  
c) Production                      d) Purchasing

17. A product which is designed as per customer requirements, still may not do well unless it is properly -----.
- a) distributed                      b) packed
  - c) priced                              d) promoted
18. ----- method is useful for Quick & simultaneous opinion poll.
- a) Telephone interview              b) Postal survey
  - c) Personal interview              d) Group interviews
19. In ----- the quality of the products or services purchased can affect the end product substantially, specifications are standardized before making the purchase.
- a) Bulk buying              b) formalized buying
  - c) Many buying influences
  - d) Reciprocatory buying
20. When a product or service is sold to a total market with same Marketing Mix Strategies, there will be ----- ----- of the market.
- a) Complete segmentation
  - b) Partial segmentation
  - c) No segmentation
  - d) Starting segmentation

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