Q1) Fill in the Blanks with Appropriate choice

A) The Marketing Environment consistent of ..............
   a) Socio-economic  b) Technology  c) Competition  d) All the above.
   Ans - d) All the above.

B) A Commonly used basis for segmentation consumer markets ........
   a) Product Type  b) Price  c) Demographics  d) All the above .
   Ans- c) Demographics.

C) One of the components of external environment are......................
   a) Nano environment  b) Macro environment  c) Mini environment  d) All the above.
   Ans- b) Macro environment.
D) The factors which are not immediate environment to the organization constitute the ........................................

a) Nano environment  b) Mini environment  c) Macro environment  d) Both (a)&(b).

Ans- c) Macro environment.

E) Marketing creates ............ For goods and services.

a) Customer  b) Demand  c) Product  d) All the above

Ans- b) Demand.

F) ............... is want for specific product backed by on ability to pay.

a) Demand  b) Need  c) Want  d) Customer

Ans- a) Demand.

G) ............... is the Father of Modern marketing.

a) Peter Drucker  b) Philip kotler  c) Lester Wunderman  d) Abraham Maslow.

Ans- b) Philip Kotler.

H) Marketing is a process which aims at ..............

a) Production  b) profit Making  c) satisfaction of customer needs  d) selling products
Ans- c) satisfaction of customer needs.

I) Marketers often use the term - - - - - - - to cover various groupings of customers.
   a) buying power       b) Demographic segment       c) market       d) people.
   Ans- c) Market.

J) - - - - - - - Buy product & - - - - - - - - use product
   a) consumer & customer       b) customers & consumer       c) Buyers & sellers
   d) Buyers & customers.
   Ans- b) customers & consumer

K) Marketing buzz means - - - - - -
   a) De - Marketing       b) social marketing       c) viral marketing       d) virtual marketing.
   Ans- c) viral marketing

L) A consumer contest is an example of - - - - - - - - - - -
   a) Advertising       b) Indirect selling       c) Personal selling       d) sales promotion.
   Ans- d) sales promotion
M) Which of the following is not an element of the marketing mix?
   a) Distribution  b) Promotion  c) Production  d) Pricing
Ans- b) Production.

N) Which of the following is not an Exchange function of Marketing?
   a) Product planning & development  b) Buying function  c) After - sales service  d) selling function.
Ans- c) After sales service.

O) Tele - marketing is a part of - - - - - -
   a) Direct marketing  b) Relationship marketing  c) social marketing  d) viral marketing.
Ans- a) Direct marketing.

P) - - - - - - Reflects the sum of the perceived tangibles & intangible benefits & cost to customers.
   a) customer satisfaction  b) customer value  c) customer delight  d) None of the above.
Ans- b) customer value.
Q) The promotion "P" of marketing is also known

a) cost         b) distribution     c) marketing communication     d) product differentiation.
Ans- c) marketing communications.

R) ---------- emphasizes on the product & ---------- Emphasize on the customer needs & wants.

a) selling, marketing     b) marketing, selling     c) consumer, customer     d) marketing, customer
Ans- a) selling, marketing

Q2) Write short notes on

A) Importance of Marketing.

B) Objective of Marketing.

C) Importance of Market segmentation.

D) Demographic Segmentation.

E) Retail Marketing.

F) Types of Marketing channels.

G) Tele Marketing.

H) PLC (Product Life Cycle).

I) Importance of Pricing.

J) Green Marketing.
Q3) long answer Questions

A) Explain in Detail Types 'Market Segmentation'.

B) Explain in Detail function of Marketing.

C) Explain the External factors influencing Marketing environment.

D) Define market segmentation. What are the benefits & Limitations of market segmentation.

E) What do you mean by "channel of distribution"?

F) What do you mean by "Product"? Explain the characteristics of products.

G) What is Rural marketing? What are the features & importance of rural marketing.


I) What is Digital marketing. Explain its advantages & disadvantages.