INSTRUCTIONS TO THE CANDIDATES

- ALL the questions are compulsory and MUST be answered
- Use only PEN for writing answers.
- Observe correct spelling.
- Double answers will not carry any marks.

Level: Diploma First year

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<thead>
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<th>Date &amp; Day</th>
<th>Time</th>
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<tbody>
<tr>
<td>2nd July, 2015</td>
<td>09:00 a.m. to 11:00 a.m.</td>
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Type of Questions | Allocated Marks | Secured Marks |
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<tbody>
<tr>
<td>I. Multiple Choice Questions</td>
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<td>II. True or False Statements</td>
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<td>III. Matching The Following</td>
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<td>IV. Short Answer Questions</td>
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<td>V. Long Answer Questions</td>
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<td>TOTAL MARKS</td>
<td>50</td>
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TOTAL MARKS SECURED IN WORDS: __________________________________________

Marked by: Mallesh Tummala

Verified by:

Signature: ____________________________

Date: ____________________________

Signature: ____________________________

Date: ____________________________
I. MULTIPLE CHOICE QUESTIONS (8 x 1 = 8 Marks)
(Please write the correct answer in the given box)

1. Customers, channels and partners are related to
   a. Relationship marketing
   b. Integrated Marketing
   c. Internal Marketing
   d. Socially responsible marketing

2. The marketing concept that states, “consumer will buy goods that are available and highly affordable” is
   a. The product concept
   b. The production concept
   c. The selling concept
   d. All

3. Which one of the following is not a requirement for effective segmentation?
   a. Measurable
   b. Accessible
   c. Dependable
   d. Substantial

4. __________________ is also known as markets-of-one marketing.
   a. Local marketing
   b. Niche marketing
   c. Differentiated marketing
   d. Individual marketing
5. The label which represents the product’s quality with a letter, number or word is
   a. Grade label
   b. Brand label
   c. Descriptive label
   d. None

6. Bandages, batteries, flashlights etc. are examples for
   a. Staple items
   b. Emergency items
   c. Impulse items
   d. All

7. Setting a low initial price for a new product to attract customers is called
   a. Market penetration pricing
   b. Market skimming pricing
   c. Market Segmentation pricing
   d. None

8. Selling goods and services to ultimate consumers over the internet is
   a. Direct selling
   b. E-Retailing
   c. Telemarketing
   d. Kiosks
II. TRUE OR FALSE STATEMENTS

(Please darken [ ] the correct answer box)

1. The flow of money is from market to industry in a simple marketing system. [TRUE] [FALSE]

2. Mass marketing ignores market differences to market products. [TRUE] [FALSE]

3. Shopping products can be purchased with a minimum effort. [TRUE] [FALSE]

4. Secondary package is the immediate container of a product. [TRUE] [FALSE]

5. Commercialization means introducing a product into the market. [TRUE] [FALSE]

6. Cash discount is given to customers on buying large quantities. [TRUE] [FALSE]
III. MATCH THE FOLLOWING (6 x 1= 6 Marks)

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<tr>
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<th>Description</th>
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<tbody>
<tr>
<td>1</td>
<td>The combination of interrelated products and services</td>
<td>A</td>
</tr>
<tr>
<td>2</td>
<td>Inside-Out approach</td>
<td>B</td>
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<td>3</td>
<td>Lifestyle, personality traits, Social status</td>
<td>C</td>
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<tr>
<td>4</td>
<td>Products bought by individuals or organizations for further processing or business use</td>
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<tr>
<td>5</td>
<td>Provided by the manufacturer to the wholesalers</td>
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<td>6</td>
<td>Knocking copy</td>
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(Write the answer in the box provided below)
IV. SHORT ANSWER QUESTIONS (4 x 4 = 16 Marks)

1. What is Sales promotion? Explain any three “Business to Consumer” sales promotion techniques.

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2. Explain the elements of marketing mix. (4 Marks)

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3. What are distribution channels? Explain the three levels of distribution intensity.

(1+3=4 Marks)
4. Briefly explain the stages of Product Life Cycle. (4 Marks)

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\(\text{(Suggested time: 30 minutes)}\)

V. LONG ANSWER QUESTIONS. (7 x 2 = 14 Marks)

1. What is wholesaling? Explain any six channel functions of a wholesaler. (1+6=7 Marks)

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2. Explain the process of personal selling .

(7 Marks)
With Best Wishes