



NOVEMBER 2014
B.COM G
MARKETING [BPZ3D]
KEY ANSWERS

PART –A

- 1. Write any one definition of marketing.**
A market is the set of actual and potential buyers and sellers. “Philip kotler”.
- 2. What do you mean by marketing process?**
Marketing is a comprehensive term. It facilitates the flow of goods and services from producers to consumers.
- 3. Define market segmentation.**
Marketing segmentation is dividing a market into distinct group of buyers with different needs characteristics or behavior who might require separate product or marketing mixes-“ **“Philip kotler”**.”
- 4. Mention any two buying decision process.**
The two types of buying decision process are:
ESTIMATING THE DEMAND, SOURCES OF SUPPLY.
- 5. What do you mean by skimming pricing?**
Skimming pricing means launching the product at a high price and with a high promotional level. The firm charges a high in order to recover the cost early.
- 6. What is meant by product mix?**
Product mix is also known as product assortment. It is the set of all products and items that a particular seller offers for sale.
- 7. State the classification of products.**
Classification of product are variety, quality, design,features,brand name, packaging, services, warranties, returns.

- 8. Mention any two characteristics of personal selling.**
The characteristics of personal selling: demand filing salesmanship, creative salesmanship, professional salesmanship.
- 9. Define advertising**
“The physical means whereby a manufacturer of goods or utilities or a provider of services tells the consumer about his product or services.
- 10. Define channels of distribution.**
A set of inter –dependent organizations involved in the process of making a product or service available for use or consumption by the consumer or business user”. “ **“Philip kotler”**.”
- 11. State the features of marketing information system.**
Features of marketing information system: advantages of system frame work, capturing and handling data, customer retention.
- 12. What do you understand by E-Marketing.**
E- marketing is the application of a broad range of information technology to create more customer value through more effective segmentation.

PART- B

- 13. Explain the role of marketing in economic development.**
Economic market is a key satisfying organizational goal and responsibilities. It involves application of marketing theories and techniques.
- 14. Write note on “market on the basis of Geographical area”**
MARKET ON THE BASIS OF GEOGRAPHICAL AREA:
Family markets
Local markets



National markets

World markets.

15. State the important buying motives.

Important of buying motives: buying for consumption and buying for resale, estimating the demand, market news, seasonal variation in demad.

16. Briefly explain the various stages of product life cycle.

Product life cycle:

INTRODUCTION

GROWTH

MATURITY

DECLINE

17. What are the Objectives of sales promotion?

- a) Bridge between advertising and personal selling
- b) Introduction of new customers
- c) Attracting new customers
- d) Inducing present customer to buy
- e) Increase sales during off season.

18. What are the Types of channel distribution:

- a) Consumer goods
 - I. Zero level
 - II. One level
 - III. Two level
 - IV. Three level
- b) Industrial goods
 - I. Zero level
 - II. One level
 - III. Two level
- c) Services
 - I. Zero level
 - II. One level
 - III. Two level

19. Briefly explain the scope of consumerism :

- a. Increase market share
- b. Reduce cost
- c. Achieving increase brand awareness
- d. Improving database
- e. Achieving customer relationship
- f. Improve supply chain

PART – C

20. What are the FUNCTIONS OF MARKETING?

- I. FUNCTIONS OF EXCHANGE
 - a. Buying
 - b. Assembling
 - c. Selling
- II. FUNCTION OF PHYSICAL SUPPLY
 - a. storing
 - b. transporting
- III. FACILITATING FUNCTION
 - a. Financing
 - b. Risk bearing
 - c. Standardization and grading
 - d. Analysis of marketing information.

21. what are the bases for market segmentation:?

- a. MASS MARKETING
- b. Segment marketing
- c. Niche marketing
- d. Local marketing
- e. Individual marketing



- 22.Explain the basic pricing policies:
- a. Cost oriented pricing policies
 - b. Competition oriented pricing polices
 - c. Value oriented pricing policies
- 23.what are the Benefits of advertising?
- a. Advantages to manufacturer
 - b. Advantages to salesman
 - c. Advantages to wholesaler and retailers
 - d. Advantages to consumer
 - e. Advantages to community.
- 24.Describe the Benefits of marketing research.
- a. business economic research
 - b. product research
 - c. sales and marketing research
 - d. advertising research