1. Discuss the role of marketing concept in a developing economy.

2. What do you understand by the concept of nature and scope of marketing?

3. Discuss the role of marketing concept.

4. Describe the macro and micro marketing environments.

5. What do you mean by market segmentation?

6. Explain the importance of life cycle of a product and problem.

7. Explain the various objectives of promoting.

8. What do you understand by brand identity?

9. Define the concept of promotion-mix. What are brand name?

10. One of the major assets of a firm is its channel of promotion mix. What are the elements of distribution "Distribution Channel"?
(c) According to McCarthy P, S of marketing mix are:
   (i) 4
   (ii) 6
   (iii) 2
   (iv) 3

(d) Marketing management has control over micro environment factors.
   (i) Yes
   (ii) No
   (iii) Partial
   (iv) Uncertain

(e) Market segmentation is:
   (i) Necessary
   (ii) Unnecessary
   (iii) Wastage of money
   (iv) Wastage of time

(f) The tendency of Indian buyer is:
   (i) To Bargain
   (ii) To File complaint
   (iii) To purchase cheap
   (iv) All of these

(g) Major product line strategies are:
   (i) 2
   (ii) 4
   (iii) 6
   (iv) 8

(h) The characteristics of a good brand are:
   (i) Short Name
   (ii) Memorable
   (iii) Attractive
   (iv) All of these

(i) Advertising is a:
   (i) Push Strategy
   (ii) Pull strategy
   (iii) Both (i) and (ii)
   (iv) None of these

(j) "Young middle-income car buyers" are:
   (i) Segment
   (ii) Sector
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BM - 4/2    (2)

Contd.

BM - 4/2    (3)    (Turn over)