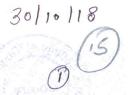
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[Time: 3 Hours]

[Marks: 100]

Please check whether you have got the right question paper.

N.B. 1. All questions are compulsory.

2. Figures to the right indicate full marks.

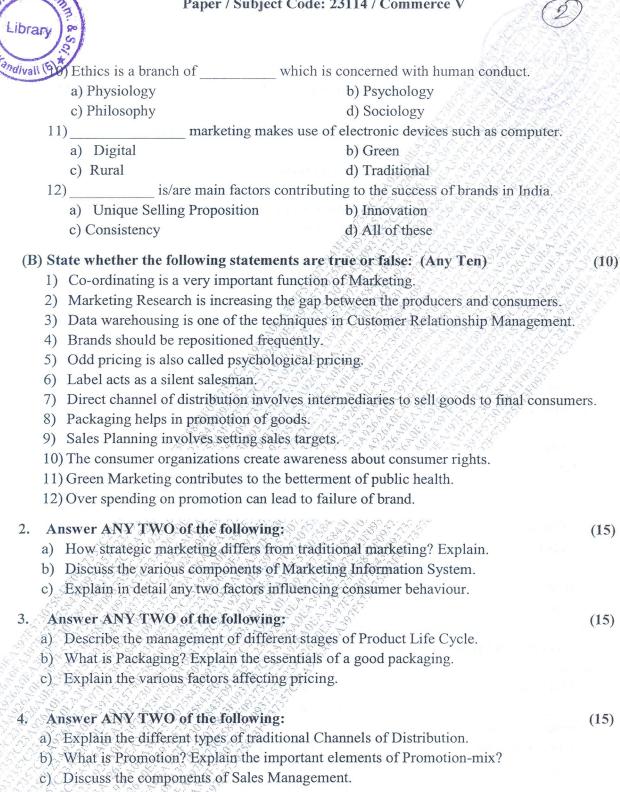
(A)	Select the most appropriate a	inswer from the options given below (Any Ten) (10)
1)	The concep	t rests on four pillars: target market, customer needs,
	integrated marketing and profi	itability.
	a) Product	b) Production
	c) Marketing	d) Holistic
2)	With the help of	marketers can analyze customer behavior.
	a) Marketing Research	b) Enterprise
	c) Production concept	d) None of these
3)	is one of the	patterns of target market selection.
	a) Full market coverage	b) Half market coverage
	c) Middle market coverage	d) All of these
4)	is an element of the Marketing Mix.	
	a) Profit	b) Price
	c) Investment	d) Plan
5)	is the part of the product that carries information about the product and	
	the seller.	
	a) Channels	b) Profit
	c) Label	d) Decision
6)	when registered becomes a trademark.	
	a) Brand	b) Product
	c) Patent	d) Copyright
7)	In distribution	system, two or more firms at the same level come together
	for marketing purpose.	
	a) Horizontal	b) Multi-Channel
	c) Multi-Level	d) None of these
8)	includes tool	s like discounts, coupons, free samples etc. used to
	stimulate demand.	
	a) Public Relations	b) Sales Promotion
	c) Supply	d) Publicity
9)	is one of important steps in personal selling.	
	a) Blurring	b) Prospecting
	c) Reporting	d) Mentoring
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Answer ANY TWO of the following:

- (15)
- a) Explain the competitive strategies for Market Leaders and Market Followers.
- b) What are the features of Indian Rural Market?
- c) Elaborate various careers in marketing in 21st century.
- Write short notes on ANY FOUR of the following:

(20)

- a) Importance of Marketing.
- b) Bases of Market segmentation.
- c) Strategies of product positioning.
- d) Integrated Marketing Communication.
- e) Unethical practices in Marketing.
- f) Factors contributing to success of a brand.



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