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SARDAR PATEL UNIVERSITY

EXTERNAL EXAM January 2021

SY BA (Advanced) JOURNALISM AND MASS COMMUNICATION

SEMESTER-3

PAPER CODE : UA03GEJM25  
PAPER TITLE : Principles of Marketing  
TIME : 10 A.m to 12. P.m

DATE : 13-01-2021  
DAY : Wednesday  
MARKS : 60

Q1 WRITE 20 OUT OF 20 (each carry one mark)

1. Marketing is a process of converting the potential customers into .....  
a) Actual customers b) Prospective customers c) Marketers d) None of these
2. Marketing is a .....process  
a) Goal oriented b) Exchange c) Social d) All of these
3. Which of the following is not included in the function of physical supply?  
a) Standardization b) Storage c) Transport d) Packaging
4. All forces or factors that effect marketing policies, decisions and operations of a business constitute..  
a) Marketing mix b) Marketing environment c) Marketing control d) None of these
5. The group of elements price, product, promotion and place constitute  
a) market mix b) marketing mix c) product mix d) promotion mix
6. The concept of marketing mix was developed by  
a) Philip Kotler b) Stapleton c) N.H Borden d) Albert W Emery
7. ....concept is based on the principle that marketing is not a department but it is pervasive throughout the company.  
a) Production b) Holistic c) Modern d) Selling
8. ....simply refers to product planning.  
a) Merchandising b) Assembling c) R & D d) None of these
9. Branding is a function of .....  
a) Research b) Exchange c) Physical supply d) Facilitating
10. Market where goods are transacted on the spot or immediately  
a) Future market b) Spot market c) Perfect market d) None of these
11. Market where there is no physical delivery of goods  
a) Future market b) Spot market c) Perfect market d) None of these
12. Markets which are organized and regulated by statutory measure are  
a) Regulated markets b) Unregulated markets c) World market d) None of these
13. The markets in which goods are bought and sold in bulk quantities.  
a) Wholesale market b) Retail market c) World market d) None of these

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14. Market in which gold and silver are sold  
a) Commodity market b) Produce market c) Bullion market d) None of these
15. Market where money is lend and borrowed  
a) Money market b) Foreign exchange market c) Stock market d) None of these
16. If the company's sales are slow down, and profits level off or decline. At which stage the company has reached?  
a) Introduction b) Decline c) Growth d) None of these
17. A period of rapid market acceptance and increasing profits refers to which of the following stages of the product life cycle?  
a) Decline b) Maturity c) Introduction d) Growth
18. In which of the following product life cycle stages, sales are zero and the company's investment costs mount?  
a) Product development b) Maturity c) Introduction d) Growth
19. Which one of the following groups is skeptical and adopts innovations only after most of the market has accepted the product?  
a) Early Majority b) Early Adopter c) Late majority d) Innovators
20. Which one of the following attribute may grab attention and produce pleasing aesthetics, but it does not necessarily make the product perform better?  
a) Design b) Style c) Variable d) Packaging

Q2	Identify the three major pricing strategies and discuss the importance of understanding customer-value perceptions, company costs, and competitor strategies when setting prices	15 marks
	Or	
Q2	(a) What is the Object of Market Segmentation and Write the bases of Market Segmentation. (b) Write the Strategic considerations in the Product Life Cycle concept?	15 marks
Q3	Write short notes on any 5 out of 8 1) Digital Age Marketing 2) What are the various factors which must be consider while making Channel Selection? 3) What is a new Product? How is it Developed? 4) What are Elements of Marketing Research? 5) "Marketing Begins and Ends with the Consumer " – Discuss 6) Explain the Process of Personal Selling. 7) discuss the advantages of On – Line Marketing 8) discuss the advantages of off line marketing.	25 marks