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SEAT No. _____

No. of Printed Pages : 03

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Sardar Patel University
External Exam November 2017

Subject: Journalism and Mass Communication Semester - 3

Paper: SY BA JMC E- 1 (Principles of Marketing) UA03EEJM01

Date: 23/11/2017

Time: - 2 Pm to 4 Pm.

Total marks: 60

day (Thursday)

Q1 WRITE 15 OUT OF 15 (each carry one mark)

1. Which element of the marketing mix includes the distribution of products?
 - a. Product
 - b. Price
 - c. Place
 - d. Promotion
2. To be ethically effective, marketing plans must be
 - a. honest and truthful
 - b. flexible enough to contain differences of opinion
 - c. varied according to management responsibility level
 - d. substantially different from compliance requirements
3. A(n) _____ is a document that communicates a marketing strategy for an offering.
 - a. research paper
 - b. market plan
 - c. mission statement
 - d. annual report
4. In a SWOT analysis, SWOT stands for
 - a. strategies, weaknesses, obligations, threats
 - b. strengths, weaknesses, opportunities, threats
 - c. strengths, work requirements, opportunities, time
 - d. strategies, worth, obligations, time
5. Raw data transforms to information when
 - a. it is calculated
 - b. a manager is aware that it exists
 - c. it becomes useful
 - d. a manager looks at it
6. Which of the following is true about participating in professional networking websites?
 - a. They are frequently used by employers and recruiters.
 - b. They are less helpful for mid- and late career professionals.
 - c. They are more frequently used by experienced workers.
 - d. They are most helpful to people who are currently employed.
7. _____ are especially useful to marketers.
 - a. Age, income, gender
 - b. Location, locomotion, liberation
 - c. Profitability, reliability, predictability
 - d. Proactivity, reactivity, alacrity
8. What term is used to describe when a customer purchases a product with no planning or forethought?
 - a. Extended problem solving
 - b. Impulse buying
 - c. High-involvement purchasing

(P.T.O.)

- d. Evaluation implementation
- 9. What type of segmentation is the primary starting point for most marketers?
 - a. Psychographic
 - b. Use-pattern
 - c. Demographic
 - d. Cultural
- 10. In the business-to-business buying process, what is the next step after the need is described and quantified?
 - a. Searching for potential suppliers
 - b. Evaluating proposals
 - c. Establishing an order routine
 - d. Recognizing a need
- 11. Which of the following is a skill that could advance career goals in global marketing?
 - a. Ability to speak two or more languages
 - b. Experience in a single geographical area
 - c. Computer literacy
 - d. Having a foreign driver's license
- 12. When a product is sold in as many outlets as possible a(n) distribution strategy is being used.
 - a. selective
 - b. intensive
 - c. extreme
 - d. exclusive
- 13. What is a useful way to empower customers?
 - a. Ask customers to participate in product design.
 - b. Conduct customer feasibility studies.
 - c. Refer customers to competitors for quality comparisons.
 - d. Give customers free products.
- 14. Which of the following is a key function of "positioning" in marketing campaigns?
 - a. To provide a reason why the customer should buy the product.
 - b. To divert the customer's attention from the product's flaws.
 - c. To override the customer's previous mindset.
 - d. To distract the customer from considering a competitor's product.
- 15. _____ is defined as the variety of marketing communications an organization utilizes.
 - a. Promotional mix
 - b. Personal selling
 - c. Advertising
 - d. Publicity

Q2	What is market research? why it is important in marketing	15 marks
	Or	
Q2	Identify and explain several situations in which price cuts or price increases might be necessary.	15 marks
Q3	What is segmentation? Explain market segmentation with example	15 marks
	Or	
Q3	Why "Dipawali" is so important for Indians? write your answer in context of marketing	15 marks
Q4	Write short notes (any 2) 1) B2B and B2C 2) stages of product development 3) Social Marketing 4) 4ps of marketing	15 marks