



Reg. No. :

Name : *BBA*

**Second Semester B.Sc./B.Com./B.B.A./B.C.A. Degree
Examination, July 2014
(Career Related First Degree Programme Under CBCSS)
Group 2 (b) Language Course – II : English
EN 1211.4 : WRITING AND PRESENTATION SKILLS
(2013 Admn.)**

Time : 3 Hours

Max. Marks : 80

I. Answer **all** questions. **Correct** the following sentences. If the sentences are **correct**, write "**No Error**".

- 1) The assistant takes care of the laboratory equipments.
- 2) I have seen the film yesterday.
- 3) The organisation caters the needs of the people of the district.
- 4) I cannot put with such behaviour.
- 5) The increase in the number of vehicles and pedestrians are a cause of worry for the government.
- 6) He changed his date of birth recordically.
- 7) At Varanasi, the Ganga changes it's course.
- 8) He has submitted his dissertation yesterday.
- 9) Please find out if Raju or his sons is coming.
- 10) Ten days is enough to complete the work. (10×1=10 Marks)

II. Answer **any eight** of the following questions in **one** or **two** sentences **each**.

- 11) What is meant by composition ?
- 12) Structuring of material for writing.



- 13) What occasions the division of a composition into paragraphs ?
- 14) The difference between the audience for the spoken and written forms of communication.
- 15) What are the liberties one takes in composing a personal/informal letter ?
- 16) What is the use of a Thesaurus during writing ?
- 17) What is register ?
- 18) Write a catchy phrase to be used as copy in an advertisement for men's clothes.
- 19) Punctuate the following :
In that case I asked him why dont you leave her alone.
- 20) Rewrite in plain English :
As matters stand, I shall transmit the scribbles to you forthwith.
- 21) How will you establish a rapport with the audience on opening the presentation ?
- 22) How will you use pauses in your presentation ? **(8x2=16 Marks)**

III. Answer as directed :

- 23) Write a letter to the Municipal Chairman requesting him/her to look into the menace of stray dogs in your locality.
- 24) Write a précis of the following passage reducing it to one third of its length :
Both Aristotle and Plato were writing about figurative art, art that consists of recognisable images rather than abstraction. The viewer's response is thus formed by the appearance of the represented thing in the real world. Citing the example of a portrait (a likeness) Aristotle claimed that if viewers take pleasure in looking at the real person, then they will also take pleasure in looking at the portrait. Like the author of a tragedy, the good painter will represent people as better than they are. Arguing for figurative over non-figurative art, Aristotle asserted that a surface smeared with colour will not produce as much pleasure as a form clearly outlined in plain black and white.



- 25) Write a dialogue on the following topic in about **80** words.
Son meets father. Son explains to father his life in the college hostel.
- 26) Write five questions for a survey on drinking water supply in a housing colony.
- 27) Prepare a report on a pleasure trip undertaken by you.
- 28) Prepare a CV to apply for the post of a policy counsellor in an insurance firm.
- 29) How will you manage a technical snag during a presentation ?
- 30) How will you use figures to make your presentation effective ?
- 31) What is body language ? **(6×4=24 Marks)**

IV. Attempt **any two** of the following in about **two** or **three** pages :

- 32) Write an essay on **any one** of the following :
- a) The importance of co-curricular activities during education.
 - b) Child labour.
 - c) Labourers from other states.
- 33) Write a project report on **any one** of the following :
- a) The need for career oriented academic programmes.
 - b) The use of insecticides in estates.
 - c) Uses and abuses of social networks.
- 34) Create content for 15-20 slides on any one of the following for power point presentation.
- a) Incidence and causes of cancer.
 - b) The devastation caused by down pour and floods.
 - c) The significance and celebration of Easter.
- 35) Imagine you are incharge of purchases in your college. Write a letter to a firm detailing the requirements asking for various details in order to place an order for the purchase of fifteen computers. **(2×15=30 Marks)**
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(Pages : 3)

3337

Reg. No. :

Name :

**Second Semester B.B.A. Degree Examination, July 2014
(Career Related FDP Under CBCSS)**

Group 2(b)

**Core Course BM 1241 : MARKETING MANAGEMENT
(2013 Admn.)**

Time : 3 Hours

Max. Marks : 80

SECTION – A

Answer **all** questions in **one** word to a maximum of **two** sentences. **Each** question carries **one** mark.

1. Explain the term "Market".
2. Explain the exchange concept of marketing.
3. What is need ?
4. Who coined the term "Marketing Mix" ?
5. Who is a Consumer ?
6. Define Product.
7. State any two objectives of Packaging.
8. Explain BEP pricing.
9. What is 3PL ?
10. Define TQM.

(10×1=10 Marks)

P.T.O.



SECTION – B

Answer **any eight** questions **not** exceeding **one** paragraph. **Each** question carries **two** marks.

11. Discuss the nature of marketing.
12. Explain the micro marketing environment.
13. Explain the Marketing Intelligence System.
14. Discuss the importance of market segmentation.
15. Classify the products on the basis of durability.
16. Discuss the aims of branding.
17. Illustrate the channel levels in consumer marketing.
18. Discuss the significance of pricing in marketing mix.
19. Explain market penetration pricing strategy.
20. Discuss the objectives of advertising.
21. Define personal selling.
22. What are the ethical issues in marketing ?

(8×2=16 Marks)

SECTION – C

Answer **any six** questions **not** exceeding **120** words. **Each** question carries **4** marks.

23. Explain the application areas of marketing.
24. Discuss the macro environmental factors affecting marketing.
25. Discuss the stages in consumer buying decision process.
26. Explain the 4Cs of marketing corresponding to 4 Ps.
27. Discuss the important buying motives.



28. What are the five levels of a product ?
29. What are the product mix pricing strategies ?
30. Discuss the objectives of physical distribution.
31. Differentiate between publicity and public relation. **(6×4=24 Marks)**

SECTION – D

Write **any two** long essays from the following questions. **Each** question carries **15** marks.

32. Elucidate the functions marketing.
 33. What is PLC ? Discuss the objectives and strategies of a company during various stages of PLC.
 34. Explain the nature and significance of consumer behaviour.
 35. Discuss the major sales promotion tools with examples. **(2×15=30 Marks)**
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(Pages : 3)

3336

Reg. No. :

Name :

**Second Semester B.B.A. Degree Examination, July 2014
(Career Related FDP Under CBCSS)**

Group 2 (b)**Foundation Course****BM 1221 : E-COMMERCE****(2013 Admn.)**

Time : 3 Hours

Max. Marks : 80

SECTION – A

Answer **all** questions in **one** word to a maximum of **two** sentences. **Each** question carries **1** mark.

1. What is a smart card ?
2. What is WWW ?
3. What is a payment gateway ?
4. What is File Transfer Protocol ?
5. What is Internet advertising ?
6. Give two examples of online advertising.
7. What is the meaning of Electronic Fund Transfer ?
8. What is B2C ?
9. What do you understand by cyber law ?
10. What do you mean by accounting software ?

(10×1=10 Marks)

P.T.O.



SECTION – B

Answer **any 8** questions in a short paragraph. **Each** question carries **2** marks.

11. Give a brief account of Intranet.
12. Write a short note on Portal.
13. Briefly explain HTML.
14. What do you mean by an Internet Firewall ?
15. Write short note on Telnet.
16. State the difference between e-commerce and e-business.
17. Name two properties of e-cash.
18. Write a short note on HTTP.
19. What do you mean by grouping of account ?
20. What is the use of Formula bar in MS Excel ?
21. Name different parts of Tally screen.
22. Give a brief explanation of web search engine.

(8×2=16 Marks)

SECTION – C

Answer **any 6** short essays **not exceeding 120 words**. **Each** question carries **4** marks.

23. Explain briefly the facilities available on the internet.
24. Give a brief account of internet advertising.
25. Discuss the different classification of e-commerce.
26. Briefly explain the advantages of e-commerce.
27. Distinguish between B2B and B2C.
28. Explain the main features of e-commerce technology.



- 29. What is Intellectual Property ? What are the different types of Intellectual Property ?
- 30. Explain the processes involved in B2C.
- 31. How would you delete a Ledger in whose accounts transactions have taken place ? **(6×4=24 Marks)**

SECTION – D

Answer **any two** questions. **Each** question carries **15** marks.

- 32. Discuss the advantages and limitations of e-mail.
 - 33. “Despite cost and efficiency gains, many hurdles need to be overcome for the spread of e-payment systems”. Describe such factors.
 - 34. a) Enumerate the features of E-banking.
b) Explain important features of Tally.
 - 35. Explain each of the following functions in MS Excel.
 - a) Average ()
 - b) Count ()
 - c) IF ()
 - d) Today ()
 - e) Round ()
 - f) Max ()
 - g) Count ()
 - h) Sum ()**(2×15=30 Marks)**
-



Reg. No. :

Name :

**Second Semester BBA Degree Examination, July 2014
(Career Related FDP Under CBCSS)**

Group 2 (b)

**Core Course BM 1243 : BUSINESS LAWS
(2013 Admn.)**

Time : 3 Hours

Max. Marks : 80

SECTION – A

Answer **all** questions. Answer the following questions in **one** word to a maximum of **two** sentences. **Each** carries **one** mark.

1. What is a counter offer ?
2. What do you mean by implied contracts ?
3. What is privity of contract ?
4. Who is an idiot ?
5. What is fraud ?
6. What is a wagering agreement ?
7. What do you mean by novation ?
8. What is injunction ?
9. Define pledge.
10. Who is a delcredere agent ? **(10×1=10 Marks)**

SECTION – B

Answer **any eight** questions in a short paragraph. **Each** question carries **two** marks.

11. Explain unilateral and bilateral contract.
12. Describe cross offer and standing offer.

13. What are the different types of consideration ?
14. What do you mean by a quasi contract ?
15. Who is a minor ?
16. Define Coercion.
17. Explain the doctrine of 'Caveat Emptor'.
18. Define an agent.
19. Explain remissions.
20. Define contract of guarantee.
21. List out any two differences between sale and bailment.
22. What is auction sale ?

(8×2=16 Marks)

SECTION – C

Write **any six** short essays **not** exceeding **120 words**. Each carries **4** marks.

23. "All contracts are agreements, but all agreements are not contracts". Discuss.
24. What is an offer or proposal ? What are its essentials ?
25. 'No consideration, No contract'. Explain.
26. What are the essentials of a contract of sale ?
27. Define undue influence. What are the essential ingredients of undue influence ?
28. What is discharge of contract ? What are modes of discharge of contract ?
29. Enumerate the rights of surety against a creditor.
30. Discuss the essential features of agency.
31. Distinguish between misrepresentation and fraud.

(6×4=24 Marks)



SECTION – D

Write **any two** long essays from the following. Each essay carries 15 marks.

- 32. Define a contract and explain the various types of contracts.
 - 33. What is a contract of indemnity ? Discuss the rights of indemnity holder and indemnifier.
 - 34. Who is an unpaid seller ? What are his rights ?
 - 35. Explain the rights and duties of an agent. **(2×15=30 Marks)**
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Reg. No. :

Name :

**Second Semester B.B.A. Degree Examination, July 2014
(Career Related First Degree Programme under CBCSS)
Group 2(b) : Foundation Course
BM 1221 – E – COMMERCE
(2011 Admission)**

Time : 3 Hours

Max. Weights : 30

SECTION – A

This section consists of **four** bunches of **four** questions **each**. **Each** bunch carries a weight of **1**. Answer **all** questions. **(4×1=4 Wts.)**

I. Choose the most appropriate answer from the following.

- 1) _____ means companies doing business with each other such as manufacturers selling to distributors and wholesalers selling to retailers.
a) C2B b) B2B c) B2C d) C2C
- 2) Which one of the following is an electronic representation of cash ?
a) Digital cash b) Money order
c) Financial cybermediaries d) None of the above
- 3) _____ is a system of organising, linking and providing access to related internet files, resources and services.
a) Extranet b) Intranet c) Usenet d) WWW
- 4) To print a voucher from Tally we need to press
a) Ctrl + P b) Shift + P c) Alt + P d) Ctrl + Alt + P

II. Fill up the blanks.

- 5) E-commerce can be broken into four main categories namely B2B, B2C, C2B, and _____
- 6) _____ keys are the text that are capitalised and are red in colour on all the Tally menu screens.



- 7) _____ refers to the identification of humans by their characteristics or traits.
- 8) EBay's auction service is a best example of _____ type of e-commerce.

III. Write the most appropriate **one** word answer for the following.

- 9) A category of e-commerce which is concerned with the need for business to sell goods or services to governments or government agencies.
- 10) A software application that acts as a filter between a company's private network and the internet itself.
- 11) The process of transferring plain text or data into cipher text that cannot be read by anyone than the sender and the receiver.
- 12) An electronic means of validating the integrity and authenticity of a given piece of data.

IV. Match the following.

- | A | B |
|---|--------------|
| 13) A protocol that enables one computer to connect another computer | (a) Virus |
| 14) A virus that replicates itself on other machines | (b) Telnet |
| 15) A program that interrupts the usual operation of personal computer system | (c) Spamming |
| 16) Sending unwanted e-mails in bulk | (d) Worm |
| | (e) Firewall |

SECTION – B

Write short answers to **eight** questions in **one** or **two** sentences each. Each question carries a weight of 1. (8×1=8 Wts.)

- 17) What is World Wide Web ?
- 18) What is hypertext ?
- 19) What do you mean by HTTP ?
- 20) What is an electronic purse ?
- 21) What do you mean by Digital Certificate ?



- 22) What is the meaning of Electronic Fund Transfer ?
- 23) Distinguish between Shut Company option and Delete Company option.
- 24) What is AutoFilter in MS Excel ?
- 25) What is web spoofing ?
- 26) What is a trademark ?
- 27) What do you mean by Privacy Invasion ?
- 28) Write a short note on medical transcription.

SECTION – C

Answer **any five** questions is **not** exceeding **one** paragraph **each**. Each question carries a weight of **2**. **(5×2=10 Wts.)**

- 29) Explain the main features of e-commerce technology.
- 30) How consumers are benefitted by e-commerce ?
- 31) Explain web search engine.
- 32) Enumerate the reasons for the growing importance of e-advertisements.
- 33) Define a function in MS Excel. What are its parts ?
- 34) Distinguish between an Invoice and a Voucher.
- 35) What is a Contra Voucher ? Give two examples of transactions applying Contra Voucher.
- 36) Discuss the ethical issues in e-commerce.

SECTION – D

Answer **any two** questions in **not** exceeding **four** pages **each**. Each question carries a weight of **4**. **(2×4=8 Wts.)**

- 37) Discuss the negative impacts of e-commerce on consumers and retailers.
 - 38) What is a spreadsheet ? List out the important applications of MS Excel.
 - 39) What do you mean by voucher ? Briefly explain the different kinds of vouchers available in Tally.
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Reg. No. :

Name :

**Second Semester B.B.A. Degree Examination, July 2014
(Career Related First Degree Programme Under CBCSS)
Group 2(b)
Core Course BM 1243 : BUSINESS LAWS
(2011 Admission)**

Time : 3 Hours

Max. Weights : 30

SECTION – A

This section consists of **four** bunches of four questions **each**. Each bunch carries a weightage of 1. Answer **all** questions.

I. Choose the most appropriate answer from the following :

- 1) The law relating to sale of goods is primarily found in the Sale of Goods Act
 - a) 1910
 - b) 1930
 - c) 1920
 - d) 1940

- 2) _____ is a mode of securing the specific performance of a negative term of the contract.
 - a) Indemnity
 - b) Guarantee
 - c) Injunction
 - d) Damages

- 3) As much as he deserves is
 - a) Obligation
 - b) Quantum meruit
 - c) Right
 - d) Benefit

- 4) A promises to Marry B. Later on B died. In this case, the contract becomes _____ on the death of B.
 - a) Valid
 - b) Voidable
 - c) Void
 - d) Express contract



II. Choose the most appropriate answer from the following :

- 5) A mode of securing the specific performance of a negative term of contract is
- a) Injunction
 - b) Specific performance
 - c) Quantum meruit
 - d) Rescission
- 6) The right available against the world at large is
- a) Bailment
 - b) Pledge
 - c) Guarantee
 - d) Jus and rum
- 7) 'Quasi' means
- a) 'As if'
 - b) Obligation
 - c) Equitable
 - d) Liability
- 8) The term revocation means
- a) Communication
 - b) Communication of revocation
 - c) Withdrawal
 - d) Rejection

III. Fill in the blanks choosing the suitable words from those given in the brackets :

- 9) An invitation to treat is sometimes called as _____
- (a) Invitation to offer
 - (b) Invitation to contract
 - (c) Valid offer
 - (d) Cross offer)
- 10) _____ is the cancellation of agreement.
- (a) Rescission
 - (b) Bailment
 - (c) Remission
 - (d) Waiver)
- 11) The word contract owes its origin to the Latin term _____
- (a) Contractual
 - (b) Contra
 - (c) *Contractum*
 - (d) Agreement)
- 12) No consideration is necessary to create an _____
- (a) Offer
 - (b) Agreement
 - (c) Partnership
 - (d) Agency)



IV. Match the following :

- | | | |
|----------------------|---|--|
| 13) Implied contract | - | a) No intention to make contract |
| 14) Quasi contract | - | b) A contract which is not made in words |
| 15) Express offer | - | c) An offer addressed to definite person |
| 16) General offer | - | d) Offer made by spoken |
| | - | e) Discharge of contract |
- (4x1=4 Weight)**

SECTION – B

Write short answers to **any eight** questions in **one or two** sentences each. Each question carries a weightage of **one**.

17. Warranty

18. Novation

19. Unascertained goods

20. Undue influence

21. Mercantile law

22. Consensus ad idem

23. Void agreement

24. Nudum pactum

25. Alien

26. Estoppel

27. Quantum meruit

28. Condition.

(8x1=8 Weight)

**SECTION – C**

Answer **any five** questions in **not exceeding one paragraph each**. Each question carries a weightage of **2**.

29. Describe the different kinds of agents.
30. 'Risk prima facie passes with property' comment.
31. 'A stranger to a contract cannot sue' explain.
32. Explain briefly about revocation of offer.
33. Distinguish between a guarantee and indemnity.
34. Whether a minor is liable for the necessaries supplied to him.
35. Discuss the various rights of a surety.
36. Discuss about the essentials of a valid offer. **(5×2=10 Weight)**

SECTION – D

Answer **any two** questions. Each question carries a weightage of **4**.

37. Explain the various modes of discharge of a contract.
 38. Discuss briefly about the features of a contract of guarantee.
 39. Define contract of sale. Explain briefly about its essential elements. **(2×4=8 Weight)**
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Reg. No. :

Name :

**Second Semester B.Com./B.B.A./B.Sc./B.C.A. Degree
Examination, July 2014
(Career Related First Degree Programme under CBCSS)
Group 2(b) : Language Course-II English :
EN 1211.4 for 2 (b) : WRITING AND PRESENTATION SKILLS
(2010 Admn.)**

Time : 3 Hours

Max. Weight : 30

Instruction : Answer all questions.

I. Choose the best option in **each** of the following :

In **each** of the following sentences certain parts have been underlined and marked A, B, C and D. Answer the questions by quoting the number of the underlined item with mistake in it. If there is no mistake write E.

- A) 1) Jayant has furnished (A) his house (B) with high quality (C) furnitures (D).
No Error (E)
- 2) -If the hall have (A) two doors and two windows, (B) there would have been (C)
better air circulaiton. (D) No error (E)
- 3) His colleague (A) John as well as (B) a number of his friends (C) is
attending the funeral (D). No error (E)
- 4) She wore costly jewelleries (A) in addition to (B) the expensive clothes
(C) for the occasion (D). No error (E)
- B) 5) People don't (A) like being asked (B) to look at and listen (C) to at the
same time. (D) No error (E)
- 6) Teachers like Mr. Singh (A) doesn't punish students (B) without valid (C)
and genuine reasons. (D) No error (E)
- 7) He should rather (A) be more punctual (B) and regular (C), to avoid being
suspended (D). No error (E)
- 8) They have telecast (A) the recent film (B) featuring mega star (C) Amitabh
Bachhan on Monday. (D) No error (E)



- C) 9) A large quantity (A) of water (B) has flown (C) into the sea (D). No error (E)
- 10) It is the politicians (A) and not the common man (B) who are to be blamed (C) for the situation (D). No error (E)
- 11) He appears (A) to be more intelligent (B) and dynamic (C) than he is given credit (D). No error. (E)
- 12) As soon as (A) I entered (B) the hall, (C) the film had started (D). No error. (E)
- D) 13) One of the teacher (A) escorted us (B) on the trip (C) to Kodaikkanal (D). No error (E)
- 14) Watch for (A) speeding vehicles (B) when you will cross (C) the busy road (D). No error (E)
- 15) By chance (A) I ran up to (B) an old friend of mine (C) yesterday evening. (D) No error (E)
- 16) All creatures (A) on earth take (B) good care (C) of their offsprings. (D). No error (E)

(1×4=4 Weights)

II. Answer **any eight** questions in **one** or **two** sentences **each** :

- 17) What is meant by composition ?
- 18) How will you define the skill of writing ?
- 19) What is a draft ?
- 20) What is the use of sentence connectors in composition ?
- 21) What is the use of shift on a computer key board ?
- 22) What are the most important aspects of curriculum vitae ?
- 23) What is a questionnaire ?
- 24) Write two advantages of sending e- mails ?
- 25) Punctuate the following :

I am indeed he said if you presume to call her so



26) Rewrite in plain English :

The king bequeathed the negligible remnants of royalty on his unfortunate son at the opportune moment.

27) How will you use your body language to make your presentation effective ?

28) What is the use of hand outs during a presentation ? **(1×8=8 Weights)**

III. Answer as directed :

29) Write a letter to your friend asking him/her to watch a television reality show you are taking part in.

30) Write a précis of the following passage reducing it to one third of its length.

It was an event of historic significance when the first shipments of beetles were brought to the United States in 1944, for this was the first attempt in North America to control a plant with plant eating insect. By 1948 both species had become so well established that no further importations were needed. Their spread was accomplished by collecting beetles from the original colonies and redistributing them at the rate of millions a year. Within areas beetles accomplish their own dispersion, moving on soon as the Klamath weed dies out and locating new stands with great precision. And as the beetles thin out the weed, desirable range plants that have been crowded out are able to return.

31) Write a dialogue on the following topic in about **80** words :

Two friends meet. One of them has just returned from the Film City in Hyderabad. He gives an enthusiastic account of it.

32) Give five reasons why you would choose a career in the electronic media.

33) Prepare a report of a local church festival.

34) Prepare a resume of yours to apply for the post of an executive chef in a hotel.

35) How will you hold the attention of a less than attentive audience during a presentation ?

36) What aspects of your clothes would you give importance to for a presentation ? **(2×5=10 Weights)**



IV. Attempt **any two** of the following :

37) Write an essay on **any one** of the following.

- a) The need to have Communicative English as a compulsory subject for all courses of study.
- b) The need for students being given proper career guidance.
- c) Destruction of public property during strikes.

38) Write an abstract of a project on **any one** of the following topics.

- a) The uses and abuses of social media networks.
- b) The need to curb child labour.
- c) Ecological impact of tourism.

39) Create 15-20 slides on **any one** of the following topics for power point presentation.

- a) Depletion of the ozone layer.
- b) Sand mining and its effects on the ecosystem.
- c) Changing trends in fashion wear.

(4x2=8 Weights)



Reg. No. :

Name :

Second Semester B.B.A. Degree Examination, July 2014
(Career Related FDP Under CBCSS)
Group 2 (b)
Core Course – MARKETING MANAGEMENT
Common for BM 1244 (2010 Admn.) & BM 1241 (2011 Admn.)

Time : 3 Hours

Max. Weights : 30

SECTION – A

This Section consists of **four** bunches of four questions **each**. **Each** bunch carries a weightage of 1. Answer **all** questions.

I. Choose the most appropriate answer from the following :

- 1) In the economic sense, market is related
 - a) a particular place
 - b) a particular product
 - c) a particular firm
 - d) a particular price
- 2) A market where agricultural goods are sold
 - a) Primary market
 - b) Secondary market
 - c) Terminal market
 - d) Money market
- 3) Which is the oldest stage in the evolution of the concept of marketing ?
 - a) Consumer oriented stage
 - b) Market oriented stage
 - c) Product oriented stage
 - d) Sales oriented stage
- 4) The process of discouraging customers to buy a product is referred to as
 - a) Remarketing
 - b) Demarketing
 - c) Over marketing
 - d) Marketing



- II. 5) Serving a small segment of the total market not served by competitors
- a) Reciprocal marketing
 - b) Mass marketing
 - c) Event Marketing
 - d) Niche marketing
- 6) Which one of the following is not an element of marketing research ?
- a) Product research
 - b) Packaging research
 - c) Advertising research
 - d) Medical research
- 7) The Psycho-Analytic Theory was developed by
- a) Sigmund Freud
 - b) Thorstein Veblen
 - c) Festinger
 - d) Abhram H. Maslow
- 8) Public documents conferring certain rights, privileges, titles or offices is referred as
- a) Trade mark
 - b) Patents
 - c) Brand
 - d) Copy right

III. Fill in the blanks choosing suitable words from those given in bracket.

- 9) _____ is a scheme of sales promotion at consumer's level.

(Coupons, Dealer Premia, Store Demonstration, Dealer Contests)

- 10) _____ discounts are allowed by manufacturers to wholesalers or retailers.

(Cash, Trade, Secret, Quantity)

- 11) Salesmanship is _____

(a pure art, a pure science, an art and a science, a philosophy)

- 12) A _____ has no fixed place of business.

(Hawker, Super market, Departmental store, Cooperative store)



IV. Match the following :

- | A | B |
|-----------------------------|----------------------|
| 13) 'Godrej' | a) Marketing mix |
| 14) Packaging | b) Retailer |
| 15) Channel of distribution | c) Advertising media |
| 16) Radio | d) Family brand |
| | e) Survey method |
- (4×1=4 Weightage)**

SECTION – B

Answer **any eight** questions in **one** or **two** sentences **each**. Each question carries a weightage of 1.

- 17) Give two objectives of marketing.
 - 18) What is Remarketing ?
 - 19) What is B2B marketing ?
 - 20) Define product possissioning.
 - 21) Define patronage motive.
 - 22) Define perception.
 - 23) Define Relationship marketing.
 - 24) What is a product ?
 - 25) What is brand equity ?
 - 26) What is Going rate pricing ?
 - 27) What is mail order business ?
 - 28) What is an advertisement copy ?
- (8×1=8 Weightage)**



SECTION – C

Answer **any five** questions in **not** exceeding one paragraph **each**. **Each** question carries a weightage of **2**.

- 29) Distinguish between marketing and selling.
- 30) What is meant by market segmentation ? Discuss briefly the factors used for segmenting a particular market.
- 31) Discuss briefly the internal and external factors affecting marketing mix.
- 32) Explain briefly the steps in formation of a marketing plan.
- 33) Explain briefly the concept of product-life cycle.
- 34) What is Break-Even point ? How is it derived ? What are its uses ?
- 35) Distinguish between skimming price and penetration price strategies.
- 36) What do you understand by the term Distribution Channel ? Discuss the constraints influencing channel selection. **(5×2=10 Weightage)**

SECTION – D

Answer **any two** questions **not** in exceeding **four** pages. **Each** question carries a weightage of **4**.

- 37) Define personal selling. Explain the steps involved in personal selling. State also the advantages of personal selling.
 - 38) Enumerate and explain with examples, the economic and non economic factors, which influence consumer behaviour.
 - 39) Explain the functions of marketing. **(2×4=8 Weightage)**
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