**TU/ CODL**

**TEZPUR UNIVERSITY**

**SEMESTER END EXAMINATION (AUTUMN), 2017**

**DRM 102: CONCEPTS OF MARKETING**

Time: **3 Hours** Total Marks: **70**

*The figures in the right-hand margin indicate marks*

*for the individual question.*

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1. Fill in the blanks. **2x5=10**
2. \_\_\_\_\_\_\_\_\_\_\_\_\_ is defined as state of felt deprivation.
3. \_\_\_\_\_\_\_\_\_\_\_\_\_\_ is name assigned to a product to differentiate it from the products produced by its competitors.
4. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ is breaking up the market into different groups on the basis of similar needs.
5. The market where goods and services are purchased for either to be raw material to produce something else or for reselling is known as the \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.
6. The \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ of a product may be seen as a financial expression of the value of a product.
7. Answer the following questions. *(****any six)*** **5x6=30**
8. What is strategic planning?
9. Define market growth rate and market share with suitable examples.
10. Define targeting and positioning.
11. What are the components of business market?
12. What is buying situation?
13. What are the factors which influence pricing?
14. Who are the members of distribution channel?
15. Explain Marketing Mix.

**P. T. O.**

1. What are the forces that influence consumer buying behaviour? **10**
2. Design a distribution channel for health drink product. Also explain what efforts you will give to manage your chosen distribution channel. **10**
3. Explain in detail the different pricing strategies adopted by marketer to sell their products. **10**

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