

- 5 The marketing of a product or service in which the offer itself is not intended to make a monetary profit for the marketer is also known as
 A Non-profit marketing B Advertised marketing
 C profit marketing D Target marketing
- 6 A nation or other geographic market's total income divided by the number of persons in its population means :
 A Total Income B Per capita income
 C Per Capita Ancestral Income D None of Above
- 7 The four stages products go through from birth to death: introductory, growth, maturity and decline is known as
 A Best Product life cycle B Average Product life cycle
 C Product life cycle D Final Product life cycle
- 8 The number of people or households exposed to a particular advertising media or media schedule during a specified time, can be described as
 A Reach B Service
 C Range D Slogan
- 9 The particular segment of a total population on which the retailer focuses its merchandising expertise to satisfy that submarket in order to accomplish its profit objectives is known as
 A Strategic market planning B Target market
 C Stagnant market planning D Complete Market
- 10 WOM in marketing means :
 A Word of music communication B Web of model communication
 C Word of mouth communication D None of the above

Part – B (Do as Directed)

(10)

Explain in One or Two Line

- 1 Brand
- 2 Chain store system
- 3 Clustering
- 4 Barcode
- 5 Types of Market Segments
- 6 Mention any 4 objectives of the enterprise
- 7 Mention 4 Characteristics of the product
- 8 Explain in one line 4 Medium of Advertising
- 9 Destination merchandises
- 10 Marketing mix