



**IV Semester B.Voc. Examination, May/June 2018**  
**(CBCS) (Fresh) (2017-18 and Onwards)**  
**INFORMATION TECHNOLOGY**  
**401 : Marketing and Business Development**

Time : 3 Hours

Max. Marks : 70

**Instruction : Answer all Sections.**

**SECTION – A**

(10×2=20)

- I. Answer **any ten** of the following :
- 1) What do you understand by need ?
  - 2) Define promotion mix.
  - 3) What is the modern view of marketing ?
  - 4) What is M-marketing ?
  - 5) Mention two objectives of marketing.
  - 6) What is target marketing ?
  - 7) What do you mean by sales promotion ?
  - 8) Mention any four advantages of advertising.
  - 9) What is branding ?
  - 10) Define macro-environment.
  - 11) What do you mean by product positioning ?
  - 12) What is variable price policy ?

**SECTION – B**

- II. Answer **any five** questions : (5×10=50)
- 13) Discuss the importance of pricing in a marketing programme. What are the typical pricing objectives ? 10
  - 14) Explain the role of branding in marketing. 10
  - 15) What is packaging ? Explain the different functions of a good packaging. 10
  - 16) Define a channel of distribution. Indicate the relative importance of different channels. 10
  - 17) Explain the role of marketing in economic development. 10
  - 18) Discuss the relative importance of all environmental forces affecting the marketing system of a firm. 10
  - 19) Explain all the marketing approaches. 10
  - 20) What is market segmentation ? What are its benefits ? 10