



Name: _____
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Q.No.	QUESTION	ANSWER	MARKS	TOTAL
1	Define the term 'Marketing'.	Marketing is the process of identifying, anticipating and satisfying customer requirements profitably.	10	10
2	What are the four Ps of marketing?	Product, Price, Promotion, Place.	10	20
3	Explain the concept of 'Target Market'.	Target market is a group of consumers that a business aims to reach with its marketing efforts.	10	30
4	What is the difference between 'Marketing' and 'Sales'?	Marketing is a broader concept that includes sales, but also involves identifying and creating value for customers.	10	40
5	Define 'Marketing Mix'.	Marketing mix is a combination of product, price, promotion, and place that a business uses to achieve its marketing objectives.	10	50
6	What is the role of 'Marketing Research'?	Marketing research is the process of gathering, analyzing, and interpreting information about a market, product, or organization.	10	60
7	Explain the concept of 'Brand Equity'.	Brand equity is the value added to a product by the brand name.	10	70
8	What are the benefits of 'Brand Equity'?	Brand equity can lead to higher sales, increased customer loyalty, and a competitive advantage.	10	80
9	Define 'Customer Relationship Management (CRM)'.	CRM is a strategy for managing a company's interactions with current and potential customers.	10	90
10	What are the key components of CRM?	Key components include data collection, analysis, and personalized marketing.	10	100

Total Marks: 100

Approved by: _____

Manojo Rai
 Head of Department