

- Q-1** A. 1. Discuss Branding with its architecting with suitable examples. 7
 2. Explain Brand equity with suitable examples. 7
 OR
 B. 1. Explain brand identity with its perspective with suitable examples. 7
 2. Explain - "Brand Identity Prism". 7
- Q-2** A. 1. What is marketing research? Discuss the steps of marketing research in detail. 7
 2. Discuss the methods of observation with suitable examples. 7
 OR
 B. 1. Discuss the methods of survey with suitable examples. 7
 2. Explain - "Focus group interview". 7
- Q-3** A. 1. Discuss - "Primary Scale of Measurement". 7
 2. Explain the report preparation process in detail. 7
 OR
 B. 1. Discuss sampling techniques with suitable examples. 7
 2. Define the questionnaire process with suitable examples. 7
- Q-4** A. 1. Explain service flower with suitable examples in detail. 7
 2. Explain the demand management of service in brief. 7
 OR
 B. 1. What is service discuss the reasons for growth in service sector in brief. 7
 2. Explain - "7Ps of service marketing". 7
- Q-5** MCQs.(Any Seven) 14
 1. What is brand equity?
 a. The financial value of a brand b. The customer's perception of a brand c. The difference between a product and a brand d. All of the above
 2. Which type of positioning appeals to customers' emotions?
 a. Functional positioning b. Emotional positioning c. User-based positioning d. Category-based positioning
 3. Which element of brand identity helps differentiate a brand?
 a. Logo b. Color palette c. Brand voice d. All of the above
 4. What is the primary objective of marketing research?
 a. To increase sales b. To reduce costs c. To gather information for decision-making
 d. To improve customer satisfaction

5. What type of research focuses on understanding customer attitudes and behaviors?
a. Exploratory research b. Descriptive research c. Causal research d. Qualitative research
 6. Which data collection method involves gathering data from existing sources?
a. Primary research b. Secondary research c. Qualitative research d. Quantitative research
 7. Which step involves drawing conclusions from research findings?
a. Interpret results b. Gather data c. Analyze data d. Define research objectives
 8. Which of the following can bias research findings?
a. Sampling error b. Non-response error c. Measurement error d. All of the above
 9. Why is pilot-testing a questionnaire important?
a. To ensure validity and reliability b. To reduce respondent bias c. To test question clarity and understanding d. All of the above
 10. What are the three main service quality dimensions?
a. Technical quality, functional quality, and corporate image b. Reliability, responsiveness, and assurance c. Tangibles, reliability, and empathy d. None of the above
 11. How does pricing strategy differ in services?
a. Focus on value-based pricing b. Focus on cost-based pricing c. Focus on competition-based pricing d. All of the above
 12. Which strategy involves shifting demand to off-peak periods?
a. Demand smoothing strategy b. Yield management strategy c. Peak pricing strategy d. Off-peak discount strategy
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