

Central Tribal University of Andhra Pradesh
Questions Paper for MID Term Examination-II (October 2024)

Name of the Programme/Sem- UG Program / B. Sc. (AI) / Sem III

Name of the Subject- MARKETING MANAGEMENT

Subject Code- BTM-221

Duration: 1 Hour

Max. Marks: 20

Part-A

Answer all the questions. Each Carries one mark

1M X 5=5M

1. The study of consumer behavior is important because it helps in _____.
A) Developing advertisements
B) Enhancing customer satisfaction and loyalty
C) Manage operational costs
D) Benchmarking.
2. _____ is a personal factor influencing consumer behavior?
3. After market segmentation, the next step is _____.
A) Selection of the target market B) Creating product extensions
C) Pricing strategy D) Designing advertising campaigns
4. The first stage in new product development is _____.
A) Market testing B) Idea generation
C) Idea Screening D) Product development
5. A name, term, sign, or design intended to identify the goods or services of one seller is known as ____.

Part-B

Answer either A or B short answer questions. The question carries 5 marks

5 M x 1=5M

- 6 A) Write a short note on the "Consumer Behaviour."
or
B) Explain the stages involved in the "New Product Development" process.

Part-C

Answer either A or B long answer question. Question carries 10 marks

10M x 1=10M

- 7 A). What are the various bases for Segmenting Consumer Markets? Explain with examples.
or
B). Explain the various pricing strategies and when they are used.