

Q.21 What do you understand by pricing strategies?
Explain in detail.

Q.22 Write a brief note on marketing environment.

SECTION-D

Note: Long answer type questions. Attempt any two questions out of three questions. (2x8=16)

Q.23 Describe the stages of the product life cycle and discuss the marketing strategies typically employed in each stage.

Q.24 What do you understand by retail formats? Write a note on new updates in retailing.

Q.25 Describe the process of marketing research. Also explain the techniques of marketing research.

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3rd Sem / DBM

Subject : Marketing Management

Time : 3 Hrs.

M.M. : 60

SECTION-A

Note: Multiple choice questions. All questions are compulsory (6x1=6)

Q.1 _____ is the last channel member who interfaces with the consumers the most.

- a) Wholesaler
- b) Distributor
- c) Retailer
- d) None of the above

Q.2 Which marketing orientation focuses on delivering superior value to customers through product innovation and quality?

- a) Production orientation
- b) Sales orientation
- c) Market orientation
- d) Product orientation

Q.3 In the product life cycle, which stage is characterized by rapid market acceptance and increasing profits?

- a) Introduction
- b) Growth
- c) Maturity
- d) Decline

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Q.4 What is the marketing strategy that involves offering a new product at a lower price than competitors to gain market share quickly?

- a) Skimming pricing b) Penetration pricing
- c) Competitive pricing d) Premium pricing

Q.5 Which of the following is not a level of product?

- a) Core Product b) Augmented Product
- c) Social Product d) Tangible Product

Q.6 Which marketing research method involves collecting data from a pre-defined group, through structured interviews?

- a) Focus groups
- b) Observational research
- c) Experimental research
- d) Questionnaires

SECTION-B

Note: Objective/ Completion type questions. All questions are compulsory. (6x1=6)

Q.7 Sales promotion and promotion is one and the same thing. (T/F)

Q.8 The marketing concept emphasis the importance of customer satisfaction as the primary goal of a business. (T/F)

Q.9 The introductory stage of the product life cycle is typically characterised by declining sales. (T/F)

Q.10 Positioning is the process of creating a mental image of a product in the minds of customers. (T/F)

Q.11 Market research is a one-time activity and does not need to be updated regularly. (T/F)

Q.12 Brand loyalty refers to customers' willingness to switch brands when a similar product is available at a lower price. (T/F)

SECTION-C

Note: Short answer type questions. Attempt any eight questions out of ten questions. (8x4=32)

Q.13 Explain in detail the concept of "market segmentation".

Q.14 Explain in detail the concept of "product positioning".

Q.15 Explain the concept of "brand equity" in marketing and how it can impact a company's competitive advantage.

Q.16 Discuss the importance of "market concept" in contemporary marketing management.

Q.17 Explain the importance of "market research" in marketing decision-making.

Q.18 Write a detail note on product mix.

Q.19 Write a detail note on retailing strategies.

Q.20 What do you understand by direct marketing?
Explain in detail.