

SECTION-D

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

- Q.23 What is 'Product Life Cycle'? Explain the various stages of PLC.
- Q.24 Explain the various pricing policies followed by firms.
- Q.25 Why is it important to understand the marketing environment? Discuss the factors affecting the marketing environment.

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Roll No.

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 Under this pricing policy prices are fixed below the competitive level:
- a) Skimming pricing b) Penetration pricing
 - c) Both of these d) None of these
- Q.2 Which of the following is not a primary source of data collection?
- a) Interview
 - b) Surveys
 - c) Observations
 - d) Government publications
- Q.3 The four P's of marketing do not including:
- a) Price b) Promotion
 - c) Place d) Presentation
- Q.4 Marketing is the art of :
- a) Buying more b) Selling more
 - c) Paying more d) None of these

Q.5 In which of the following stages of product life cycle do profits peak :

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

Q.6 Who is the father of modern marketing ?

- a) Philip Kotler b) Peter Drucker
- c) Abraham Maslow d) Lester Wanderman

SECTION-B

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

Q.7 All the P's are a cost to the company except_____

Q.8 Marketing research helps in discovering new markets. (True/False)

Q.9 Advertising is a non-paid form of promotion of goods or services. (True/False)

Q.10 Marketing starts with the identification of customer needs and requirements.(True/False)

Q.11 The product mix refers to all the products offered by a firm. (True/False)

Q.12 Promotion deals with informing the customers regarding the firm's product. (True/False)

SECTION-C

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

Q.13 Explain the stages of product development in brief.

Q.14 Discuss the various forces that influence the pricing strategy of a firm.

Q.15 Explain the important functions of marketing.

Q.16 Discuss the marketing concept. What are its benefits?

Q.17 State the steps including the process of marketing research.

Q.18 Define marketing mix. What are its elements?

Q.19 What are the benefits of branding?

Q.20 Examine the utility of advertising in the business world.

Q.21 What are the qualities of a good salesman?

Q.22 What are the different objectives of promotion?