

Q.20 The distribution channel is the physical location where products are stored.(true or false)

SECTION-C

Note: Short answer type questions. Attempt any twelve questions out of fifteen questions. (12x5=60)

Q.21 Define marketing mix.

Q.22 What are the components of product line decisions?

Q.23 What is the importance of distribution channel?

Q.24 Define the process of marketing.

Q.25 Define the components of marketing environment.

Q.26 What is the objective of pricing?

Q.27 What is positioning in marketing?

Q.28 What is the meaning of marketing research?

Q.29 Define marketing information system.

Q.30 Write a short note on labeling decisions.

Q.31 Define the product life cycle,

Q.32 Explain in short the various pricing decisions.

Q.33 What are the levels of distribution channel?

Q.34 What is the meaning of promotion?

Q.35 Explain the concept of promotion mix.

SECTION-D

Note: Long answer type questions. Attempt any two questions out of three questions. (2x10=20)

Q.36 Define marketing process. what are the various steps involved in the process of Marketing?

Q.37 Explain in detail the various methods of pricing. How various factors affect a pricing Decision?

Q.38 What is product life cycle? Explain the pricing decisions involved in each step of a product life cycle.

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Roll No.

3rd Sem / Branch : FAA

Subject:- Marketing Management

Time : 3Hrs.

M.M. : 100

SECTION-A

Note: Multiple choice questions. All questions are compulsory (10x1=10)

Q.1 Marketing is best described as:

- a) Selling products
- b) Creating customer value
- c) Reducing prices
- d) Managing inventory

Q.2 In the marketing mix , 'place' refers to.

- a) The physical location of the business
- b) The process of selection target marketing
- c) The product features
- d) The distribution strategy

Q.3 What comes after the "implementation" step in the marketing process?

- a) Market analysis
- b) Marketing control
- c) Market segmentation
- d) Marketing research

Q.4 The political economic social and technological factors that can affect a company's marketing environment are collectively known as:

- a) Demographics b) Microenvironment
- c) Macroenvironment d) Psychographics

- Q.5 Which of the following is an internal influence on consumer behavior?

 - a) Social media advertising
 - b) family values and culture
 - c) Personal income and age
 - d) Competing products in the market

Q.6 During the decline stage of the product life cycle companies often:

 - a) Increase marketing efforts
 - b) invest heavily in research and development
 - c) Reduce production and marketing costs
 - d) introduce product variations

Q.7 What is the purpose of concept development and testing in the new product Development process?

 - a) assessing market potential
 - b) Full-scale production
 - c) Final pricing decisions
 - d) Market distribution planning

Q.8 Which of the following is not a common method of pricing?

 - a) Cost- plus pricing
 - b) Competitive pricing
 - c) Random pricing
 - d) value-based pricing

Q.9 External factors such as economic conditions and competitor actions are examples of;

 - a) micro environmental factors
 - b) macro environmental factors
 - c) marketing intermediaries
 - d) Demographic factors

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