

### **SECTION-C**

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

- Q.21 What do you mean by marketing?  
Q.22 What is the meaning of distribution channels?  
Q.23 What is the difference between marketing and selling?  
Q.24 Define the core concept of marketing.  
Q.25 Explain the process of consumer's purchase decision.  
Q.26 What is Market segmentation?  
Q.27 What are the methods of pricing?  
Q.28 What do you mean by Target marketing?  
Q.29 Define product decision.  
Q.30 What are the components of product line decisions?  
Q.31 Explain the various branding decisions.  
Q.32 Write a short note on packaging decisions.  
Q.33 What is the importance of pricing?  
Q.34 What are the factors influencing pricing decision?  
Q.35 Explain the concept of consumer behaviour?

### **SECTION-D**

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

- Q.36 Explain the levels of distribution channel with examples for each level.  
Q.37 What is target marketing? What are the various forms of Target?  
Q.38 What is meaning of consumer behaviour? How does it affect the purchase decision process of a consumer?

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### **3rd Sem / Branch : FAA Sub.: Marketing Management**

Time : 3Hrs. M.M. : 100

### **SECTION-A**

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

- Q.1 What is the primary goal of marketing?  
a) Maximizing profit  
b) Maximizing sales  
c) Meeting customer needs and wants  
d) Reducing costs
- Q.2 Which of the following is NOT one of the 4Ps in the marketing mix?  
a) Price b) Place  
c) People d) Promotion
- Q.3 Which step in the marketing process involves identifying and evaluating marketing opportunities?  
a) Market segmentation  
b) Marketing research  
c) Market planning  
d) Market implementation
- Q.4 Which of the following is an example of a macro-environmental factor?  
a) Competitors  
b) Suppliers  
c) Economic conditions  
d) Consumer preferences
- Q.5 What is the study of how individuals, groups and organizations select, buy, use, and dispose of goods, services, ideas, or experiences to satisfy their needs and wants?

- a) Market segmentation  
 b) Marketing research  
 c) Consumer behaviour  
 d) Product positioning
- Q.6 In the product life cycle, which state is characterized by rapid sales growth and increasing profits?  
 a) Introduction      b) Growth  
 c) Maturity      d) Decline
- Q.7 Which stage of new product development involves idea generation and preliminary screening?  
 a) Idea generation  
 b) Concept development and testing  
 c) Business analysis  
 d) Idea screening
- Q.8 What does “pricing” refer to in marketing?  
 a) The cost of producing a product  
 b) The process of setting the right price for a product  
 c) The promotion and advertising budget  
 d) The physical distribution of goods
- Q.9 Which of the following is a factor that can affect pricing decisions?  
 a) Company’s location  
 b) Customer preferences  
 c) Making products available to customers  
 d) Designing promotional campaigns
- Q.10 What is the primary purpose of distribution channel in marketing?  
 a) Setting product prices  
 b) Identifying target markets  
 c) Making products available to customers  
 d) Designing promotional campaigns

## SECTION-B

- Note:** Objective type questions. All questions are compulsory. (10x1=10)
- Q.11 Marketing involves identifying and satisfying customer needs and wants. (True/False)
- Q.12 “Place” in the marketing mix refers to the physical location of a business. (True/False)
- Q.13 Marketing research is a crucial step in the process to gather information about the market and customers. (True/False)
- Q.14 Macroenvironmental factors, like economic conditions can influence
- Q.15 External influences, such as culture and social groups, do not play a significant role in consumer behaviour. (True/False)
- Q.16 In the decline stage of the product life cycle, sales and profits are usually increasing. (True/False)
- Q.17 Concept development and testing is a stage in new product development that assesses market potential. (True/False)
- Q.18 Competitive pricing involves setting prices based on the cost of production. (True/False)
- Q.19 External factors like economic conditions and competitor actions can influence pricing decisions. (True/False)
- Q.20 Effective distribution channels are important because they make products available to customers in the right place at the right time. (True/False)