

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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Subject:- Marketing Management

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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 knoen as:
 - a) Demographics
 - b) Microenvironment
 - c) Macroenvironment
 - d) Psychographics

- Q.5 Which of the following is an internal influence on consumer behavior?
- Social media advertising
 - family values and culture
 - Personal income and age
 - Competing products in the market
- Q.6 During the decline stage of the product life cycle companies often:
- Increase marketing efforts
 - invest heavily in research and development
 - Reduce production and marketing costs
 - introduce product variations
- Q.7 What is the purpose of concept development and testing in the new product Development process?
- assessing market potential
 - Full-scale production
 - Final pricing decisions
 - Market distribution planning
- Q.8 Which of the following is not a common method of pricing?
- Cost-plus pricing
 - Competitive pricing
 - Random pricing
 - value-based pricing
- Q.9 External factors such as economic conditions and competitor actions are examples of;
- micro environmental factors
 - macro environmental factors
 - marketing intermediaries
 - Demographic factors

- Q.10 How many levels are there in a typical distribution channel for consumer products?
- One
 - Two
 - Three
 - Four

SECTION-B

Note: Objective type questions. All questions are compulsory. (10x1=10)

- Q.11 Marketing is only about advertising and sale (true or false).
- Q.12 The marketing mix consists of the 4Ps: product , price, place and promotion .(true or false).
- Q.13 The marketing process involves a linear sequence of steps that companies must follow strictly. (true or false).
- Q.14 The marketing environment includes only internal factors such as company resources.(true or false)
- Q.15 Consumer behavior is the study of how companies behave in the market place (true or false).
- Q.16 The product life cycle typically consists of the stages: introduction , Growth, maturity, and decline.(true or false)
- Q.17 The new product development process begins with idea generation and preliminary screening.(true or false)
- Q.18 pricing is the process of setting the right price for a product and it doesn't affect the overall marketing strategy.(true or false)
- Q.19 Company resources, such as production costs, do not impact pricing decisions.(true or false)