

Q.22 Define Sampling for marketing.

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SECTION-D

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

Q.23 Explain, what does “market share” represent. How it can be maintained?

Q.24 What is product life Cycle and product positioning?

Q.25 Explain the traits required to increase Sales?

4th Sem.

Branch : OMCA
Sub. : Marketing Management

Time : 3 Hrs.

M.M. : 60

SECTION-A

Note: Multiple type Questions. All Questions are compulsory. (6x1=6)

Q.1 Which of the following is the first step in the marketing management process?

- a) Evaluating alternatives
- b) Defining the target market
- c) Market research
- d) Pricing strategy

Q.2 In which of the following market segments is the focus primarily on catering to the preferences of specific demographic groups?

- a) Undifferentiated marketing
- b) Niche marketing
- c) Differentiated marketing
- d) Mass marketing

Q.3 The 4Ps of the marketing mix include.

- a) Product, People, Price, Place
- b) Product, Price, Place, Promotion
- c) People, Process, Physical evidence, Promotion
- d) Product, Price, Promotion, Public Relations

- Q.4 What is market penetration?

 - a) Entering a new market with existing products
 - b) Entering an existing market with new products.
 - c) Increasing market share of current products in the existing market.
 - d) Introducing a product to an international market

Q.5 Which of the following is an example of a psychographic segmentation variable?

 - a) Income
 - b) Age
 - c) Lifestyle
 - d) Gender

Q.6 What does CRM stand for in marketing?

 - a) Customer Reaction Marketing
 - b) Client Relationship Marketing
 - c) Customer Retention Management
 - d) Customer Relationship Management

SECTION-B

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

Q.7 _____ pricing strategy involves setting a high price initially and then gradually lowering it over time.

Q.8 _____ element of the promotional mix involves non-personal communication typically conducted through mass media.

Q.9 _____ is a distribution strategy where a product is available in as many outlets as possible.

- Q.10 Which of the following is a commonly used method to forecast sales?

 - a) Gap analysis
 - b) SWOT analysis
 - c) Time-Series analysis
 - d) Fishbone diagram

Q.11 The BCG matrix classifies products into four categories based on :

 - a) Market growth rate and relative market share
 - b) Product quality and customer loyalty
 - c) Sales revenue and customer satisfaction
 - d) Brand recognition and profitability

Q.12 Which of the following is an external factor in a SWOT analysis?

 - a) Strengths
 - b) Opportunities
 - c) Weaknesses
 - d) Resources

SECTION-C

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

- Q.13 Meaning of Marketing Information System (MKIS).
 - Q.14 Discuss the impact of Demographic change on marketing.
 - Q.15 Explain the concept of consumer behaviour.
 - Q.16 What are the requirements for effective segmentation?
 - Q.17 Differentiate between the sales promotion and advertising.
 - Q.18 What is customer loyalty?
 - Q.19 Explain the concept of supply chain management.
 - Q.20 Difference between wholesale and retailer.
 - Q.21 What are the marketing research techniques?