

- Q.23 How do distribution channels impact marketing strategy?
- Q.24 What is the positioning in marketing.
- Q.25 Name one element of the promotion mix.
- Q.26 What is the essence of the marketing concept?
- Q.27 Define and give an example of skimming pricing strategy.
- Q.28 Define the term “distribution channels.” Explain roles of distribution channels.
- Q.29 Discuss main promotion mix elements.
- Q.30 How do political factors affect the marketing environment?
- Q.31 Explain the concept of value-based pricing.
- Q.32 Discuss some factors that influence pricing decisions.
- Q.33 Describe the process of market segmentation.
- Q.34 What is the objective of personal selling in marketing.
- Q.35 Briefly explain the term “product line.”

SECTION-D

- Note:** Long answer type questions. Attempt any two questions out of three questions. (2x10=20)
- Q.36 Describe the various elements of the promotion mix and provide real-world examples of how companies integrate these elements to create effective promotional campaigns.
- Q.37 Outline the stages of the product life cycle (PLC) and discuss the associated marketing strategies.
- Q.38 Define the term “distribution channels” and discuss the role they play in the marketing process.

No. of Printed Pages : 4

Roll No.

186732/126732/073423

/073434/106744/031342

3rd Sem / DBM, DBM (IPM) Subject:- Marketing Management

Time : 3Hrs.

M.M. : 100

SECTION-A

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

- Q.1 What is the core idea behind the marketing concept?
- a) Product orientation b) Customer orientation
c) Profit orientation d) Sales orientation
- Q.2 Which of the following is NOT a component of the marketing environment?
- a) Competitors b) Culture
c) Production capacity d) Political factors
- Q.3 What is the first step in the process of segmentation, targeting, and positioning (STP)?
- a) Targeting b) Positioning
c) Segmentation d) Differentiation
- Q.4 In marketing, what does PLC stand for?
- a) Product Life Circle b) Product Life Cost
c) Product Life Cycle d) Product Line Change
- Q.5 Which of the following is NOT a factor affecting pricing decisions?
- a) Competition b) Cost
c) Demand d) Promotion

(00) (4) 186732/126732/073423
/073434/106744/031342

(1) 186732/126732/073423
/073434/106744/031342

- Q.6 What is the term used to describe a group of closely related products?
- Product mix
 - Product line
 - Product segmentation
 - Product range
- Q.7 Which pricing strategy involves setting a high initial price to skim revenues layer by layer from the market?
- Penetration pricing
 - Skimming pricing
 - Discount pricing
 - Psychological pricing
- Q.8 What is the meaning of distribution in marketing?
- The process of manufacturing products
 - The process of promoting products
 - The process of delivering products to customers
 - The process of pricing products
- Q.9 Which of the following is a channel of distribution?
- Manufacturers of retailers to consumers
 - Manufactures to wholesalers to consumers
 - Manufacturers to suppliers to consumers
 - Manufactures to producers to consumers
- Q.10 Which element of the promotional mix involves personal selling?
- Advertising
 - public relations
 - Sales promotion
 - Personal selling

(2) 186732/126732/073423
/073434/106744/031342

SECTION-B

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

- Q.11 Pricing strategy does not influence consumer perceptions of product quality.
- Q.12 Market segmentation is the process of deciding where to sell products.
- Q.13 Sales promotion involves using public relations activities to build brand awareness.
- Q.14 The marketing environment remains constant and does not change over time.
- Q.15 Competitive factors do not influence pricing decisions.
- Q.16 Direct marketing involves communicating directly with target customers to generate a response or transaction.
- Q.17 Product line refers to the variety of product a company offers within a specific category.
- Q.18 Distribution channels do not impact a company's marketing strategy.
- Q.19 Positioning is the process of designing and communicating a product's features and benefits to meet customer needs.
- Q.20 Promotion mix consists of only advertising and personal selling.

SECTION-C

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

- Q.21 What are the objectives of direct marketing?
- Q.22 Differentiate between product line and product mix.

(3) 186732/126732/073423
/073434/106744/031342