

224145C

**4th Sem.**

**Sub. :Marketing Management**

M.M. : 60

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

- Q.1 Which of the following Is NOT a component of the marketing mix?
- a) Product                      b) Promotion
- c) Place                         d) Profit
- Q.2 In SWOT analysis “S” stands for :
- a) Strength                      b) Strategy
- c) Skimming                    d) Situation
- Q.3 Which promotional tool involves direct communication between a salesperson and a potential customer?
- a) Advertising                  b) Public relations
- c) Sales promotion              d) Personal selling
- Q.4 Which level of distribution channel is most commonly associated with e-commerce and direct sales?
- a) Zero-level channel          b) One level channel
- c) Two level channel          d) Three level channel

- Q.5 Which of the following is NOT a factor to consider when setting a pricing strategy?
- a) Cost of production      b) Competitors prices  
c) Customer demand      d) Employee salaries
- Q.6 Which of the following is NOT a component of the product mix?
- a) Width      b) Length  
c) Depth      d) Height

### SECTION-B

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

- Q.7 Marketing is only about selling and advertising products. (True / False)
- Q.8 Market segmentation helps companies identify and target specific customer groups more effectively. (True / False)
- Q.9 Packaging serves no purpose beyond protecting the product during transportation. (True / False)
- Q.10 Place in the marketing mix refer to the physical location where a product is manufactured. (True / False)
- Q.11 In SWOT Analysis “W” stands for “Weakness”. (True / False)
- Q.12 The marketing mix consists of the product, price, promotion and packaging elements. (True / False)

### SECTION-C

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

- Q.13 Describe in brief the components of the marketing mix.

(2)

224145C

- Q.14 Define marketing and explain its significance in today's business environment.
- Q.15 Discuss the role of packaging in marketing.
- Q.16 Define target marketing and discuss two benefits for businesses.
- Q.17 Discuss the external factors that make up the marketing environment.
- Q.18 What includes in promotion mix? Explain in brief.
- Q.19 Define distribution channels. How it is important in marketing?
- Q.20 Define pricing. What are its objectives?
- Q.21 Differentiate between market segmentation and target marketing.
- Q.22 What is advertisement? Discuss in brief its different types.

### SECTION-D

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

- Q.23 Discuss Marketing environment and its impact on business.
- Q.24 Discuss the product life cycle with a diagram.
- Q.25 Discuss the main factors which affect the pricing of a product.

(3)

224145C