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Roll No.

226734

3rd Sem.
Branch : DBM
Sub.: Marketing Management

Time : 3 Hrs.

M.M. : 60

SECTION-A

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

- Q.1 While setting prices, a marketer should
a) Estimate Demand
b) Analyze competitor price
c) Analyze pricing objectives
d) All of these
- Q.2 All the marketing efforts starts with the discovery of:
a) Product
b) Needs and wants of consumer
c) Corruption
d) Valid crime case
- Q.3 Which of the following is an element of an organization's internal environment.
a) Competitors b) Wholesaler
c) Employees d) None of these
- Q.4 Testing before launching a product is known as
a) Acid test b) Market test
c) Test Marketing d) None of these

- Q.5 Which of the following is not an element of promotion mix.
- a) Personal selling b) Advertising
 - b) Transportation d) Sales promotion
- Q.6 The strategy of introducing a product with high introductory price is called
- a) Penetration strategy b) Skimming strategy
 - d) Pull strategy d) Push strategy

SECTION-B

- Note:** **Objective/Completion type questions. All questions are compulsory.** (6x1=6)
- Q.7 The first stage of the product life cycle is the growth stage. (True / False)
- Q.8 Price is the exchange value of goods and services in terms of money. (True / False)
- Q.9 Modern marketing concept is consumer oriented. (True / False)
- Q.10 Division of the market into several segments is called personal selling. (True / False)
- Q.11 Marketing mix is a combination of Product, Price Promotion and Price. (True / False)
- Q.12 Branding is the process of stamping a product with some identifying name or mark. (True / False)

SECTION-C

- Note:** **Short answer type Questions. Attempt any eight questions out of ten Questions.** (8x4=32)
- Q.13 What strategies should be followed during various stages of the Product Life Cycle?
- Q.14 Discuss the importance of pricing in marketing.
- Q.15 What do you understand about marketing management? Explain its objectives.
- Q.16 State the factors affecting the marketing environment.
- Q.17 Briefly explain the main elements of the promotion mix.
- Q.18 What do you mean by product mix? Explain the layers of a product.
- Q.19 Discuss the types of retail formats.
- Q.20 What is Branding? Why should a marketer brand his product?
- Q.21 Discuss the process of marketing research.
- Q.22 What are the functions of marketing?

SECTION-D

- Note:** **Long answer questions. Attempt any two questions out of three Questions.** (2x8=16)
- Q.23 What do you mean by Product Development? What are the stages in the process of development of a new product?
- Q.24 Mention and explain the 4P's of marketing mix.
- Q.25 State the objectives and functions of marketing.