

- Q.26 Discuss the factor affecting the consumer behavior in purchase decision process
- Q.27 What is difference between product segmentation and product differentiation
- Q.28 State the merit & demerit of packaging.
- Q.29 Explain the factor influencing pricing decision
- Q.30 Explain the 4 P's of marketing mix
- Q.31 What is the personal selling & publicity
- Q.32 What is difference between consumer goods & industrial goods
- Q.33 Explain the stages new product development in product decision
- Q.34 Write the importance of advertising in India.
- Q.35 Explain the core concept of marketing in marketing management.

SECTION-D

- Note:** Long answer type questions. Attempt any two questions out of three questions. (2x10=20)
- Q.36 Define marketing? Environment briefly explain the factor of marketing environment.
- Q.37 Discuss various stages of product life cycle in product decision.
- Q.38 Describe the chief method of advertising and examine their merit & demerit.

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3rd Sem / Finance Account & Auditing
Subject:- Marketing Management

Time : 3Hrs. M.M. : 100

SECTION-A

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

- Q.1 _____ Can be produced and marketed as a product.
 a) information b) durable goods
 c) organization d) none of these
- Q.2 In _____ more customer would like to buy the product then can be satisfied
 a) Negative demand b) overfull demand
 c) excessive demand d) all of these
- Q.3 Which one is not the nature of marketing
 a) marketing environment
 b) marketing is a business
 c) marketing is a customer's focus
 d) none of these
- Q.4 Micro environment is also known as
 a) Task environment
 b) operating environment
 c) both A & B
 d) none of these

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- Q.5 Which one is not among the 4 P's of marketing mix
 a) Place b) promotion
 c) product d) people
- Q.6 Classification of product & services can be done in
 a) Consumer goods b) industrial goods
 c) both A & B d) none of these
- Q.7 CDM stand for _____
 a) Consumer development model
 b) consumer decision mix
 c) consumer decision making
 d) none of these
- Q.8 Parents buy toys or gift for their children this act is considered as _____ in buying process
 a) Buyer b) Decider
 c) maintainer d) all of these
- Q.9 The benefit of marketing channel is
 a) Cost saving
 b) time saving
 c) Financial support given
 d) all of these
- Q.10 Transporting and storing goods is part of which of the following marketing channel function
 a) Physical distribution b) contact
 c) matching d) none of these

SECTION-B

- Note:** Objective type questions. All questions are compulsory. (10x1=10)
- Q.11 What is marketing mix
 Q.12 Define brand
 Q.13 Maturity stage is the last stage of PLC. (True/False)
 Q.14 New but is a situation when a new buyer purchases for the first time (True/False)
 Q.15 Market segmentation facilitates the proper choice of the target market (True/False)
 Q.16 Most global market currently are market for customers (True/False)
 Q.17 Creating a branch is the ultimate aim of a marketing endeavor (True/False)
 Q.18 Expend the term MIS
 Q.19 Define pricing
 Q.20 What is sales promotion

SECTION-C

- Note:** Short answer type questions. Attempt any twelve questions out of fifteen questions. (12x5=60)
- Q.21 What is the importance of marketing management.
 Q.22 What is the role of advertising
 Q.23 Explain the difference between marketing & Selling
 Q.24 Discuss the significance of pricing
 Q.25 Write the importance of distribution channel in marketing.