

- Q.21 Write a detail note on merchandising.
Q.22 Write a detail note on production concept.

SECTION-D

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

- Q.23 Define pricing? Discuss various pricing strategies for Indian market.
Q.24 What do you understand by product position? Explain different positioning concept in detail.
Q.25 What do you mean by marketing mix? Explain the elements of marketing mix in detail.

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Time : 3Hrs.

M.M. : 60

SECTION-A

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

- Q.1 The word Retail is derived from the _____ Language.
a) Latin b) French
c) English d) German
- Q.2 A brand based organization provides which of the following benefits?
a) Clarity of role
b) Commitment to brand growth
c) Collective responsibility
d) All of the above
- Q.3 A profit calculated by adding a percentage to the costs of production is called
a) Mark-up b) Breakeven
c) Margin d) None

- Q.4 Market segmentation can be resorted to by means of
- a) Segmenting by age
 - b) Segmenting by income
 - c) Segmenting geographically
 - d) All of these

Q.5 Market share means?

- a) Paid up capital
- b) Shares held by employees
- c) Shares of business volume of market as compared to other companies
- d) Share price of the company

Q.6 Identify the elements of marketing mix

- a) Product b) Price
- c) Promotion d) All of the above

SECTION-B

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

- Q.7 Multiple shops are also known as chain stores. (True/False)
- Q.8 A systematic procedure for analysing the performance of retailer is called retail audit. (True/False)

- Q.9 The full form of PLC is place life cycle. (True/False)
- Q.10 The consumer buying process starts with action. (True/False)
- Q.11 Brand awareness consists of brand recognition and brand _____ Recall/Presence
- Q.12 The main focus of selling concept is on production volum. (True/False)

SECTION-C

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

- Q.13 What do you understand by brand? Explain in detail with some Indian examples.
- Q.14 Write a short note on characteristics of a good brand.
- Q.15 Discuss the advantages of retail sales.
- Q.16 How does retailer makes a good promotional campaign. Explain.
- Q.17 What do you understand by metrics? Explain its importance in marketing research.
- Q.18 What do you understand by data analysis? Explain in detail.
- Q.19 What are the objectives of pricing? Explain in detail.
- Q.20 Write a detail note on product differentiation.