

SECTION-C

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

- Q.21 What do you understand by production concept? Explain in detail.
 - Q.22 Explain marketing environment.
 - Q.23 What do you understand by market segmentation? Explain.
 - Q.24 What are the various levels of product? Explain.
 - Q.25 What is going rate pricing? Explain.
 - Q.26 Explain the main importance of marketing.
 - Q.27 Differentiate between sales and marketing concept.
 - Q.28 Discuss product mix in short.
 - Q.29 Describe the main functions of packaging.
 - Q.30 Explain the main objectives of pricing.
 - Q.31 Mention the importance of channels of distribution.
 - Q.32 What are the various levels of channel of distribution? Explain.
 - Q.33 Explain the concept of product mix.
 - Q.34 What do you understand by publicity, Explain?
 - Q.35 Explain the process of personnel selling.

SECTION-D

Note: Long answer type questions. Attempt any two questions out of three questions. (2x10=20)

- Q.36 Define Promotion. Explain promotional mix in detail.

Q.37 What do you mean by targeting? Explain the steps involved in targeting and positioning.

Q.38 Explain various methods of product pricing in detail.

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3rd Sem / FAA
Subject:- Marketing Management

Time : 3Hrs.

M.M. : 100

SECTION-A

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

- Q.1 Selecting some segments of a population to serve is called?

 - a) Margin
 - b) Targeting
 - c) Strategy
 - d) All of the above

Q.2 What is price skimming?

 - a) Setting an initially-high price which falls as competitors enter the market
 - b) Setting a high price which consumers perceive as indicating high quality
 - c) Setting a low price to “skim off” a large number of consumers
 - d) None of the above

Q.3 A profit calculated on the basis of a percentage of the selling price is called:

 - a) Mark-up
 - b) Breakeven
 - c) Margin
 - d) None of the above

Q.4 Bundle pricing is:

 - a) Providing a bundle of benefits for one price

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- Q.10** What is the full form of PLC?
a) Price level cost
b) Product like customer
c) Promotion love customer
d) Product life cycle

SECTION-B

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

Q.11 Philip Kotler is the father of _____

Q.12 The satisfaction of customer needs is the goal of _____

Q.13 A philosophy that stresses customer value and satisfaction is known as _____

Q.14 The definition “Marketing is the process by which companies create value for customers & build strong customer relationship in order to capture value from customers in return” is given by _____

Q.15 Need and want have the same meaning (True/False)

Q.16 Societal Marketing concept is the latest concept. (True/False)

Q.17 Broadly there are two categories of marketing environment namely micro marketing environment and _____ marketing environment.

Q.18 Social and cultural marketing environment is a part of _____ marketing environment.

Q.19 Targeting is followed by _____

Q.20 The 4Ps of marketing are _____