

## 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 involve 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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- b) Packaging a group of products together
  - c) Providing a group of prices for one product category
  - d) None of the above
- Q.5 Market survey is required for?
- a) Deciding marketing strategies
  - b) Deciding product strategies
  - c) Deciding pricing strategies
  - d) All of these
- Q.6 Market segmentation means?
- a) Segmenting the salesmen
  - b) Segmenting the employees
  - c) Segmenting the customers as per their needs
  - d) Segmenting the products
- Q.7 A 'Target Group' means?
- a) A group of sellers
  - b) A group of buyers
  - c) A group of products
  - d) A group of persons to whom sales should be focused
- Q.8 Which is not constituent of promotion?
- a) Product
  - b) Sales Promotion
  - c) Publicity
  - d) Personal Selling
- Q.9 Which is not the basic four Ps of marketing?
- a) Price
  - b) Public
  - c) Programme
  - d) Place

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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 \_\_\_\_\_

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