

Q.22 Define Sampling for marketing.

**SECTION-D**

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

Q.23 Explain, what does “market share” represent. How it can be maintained?

Q.24 What is product life Cycle and product positioning?

Q.25 Explain the traits required to increase Sales?

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**4th Sem.**

**Branch : OMCA**

**Sub. : Marketing Management**

Time : 3 Hrs.

M.M. : 60

**SECTION-A**

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

Q.1 Which of the following is the first step in the marketing management process?

- a) Evaluating alternatives
- b) Defining the target market
- c) Market research
- d) Pricing strategy

Q.2 In which of the following market segments is the focus primarily on catering to the preferences of specific demographic groups?

- a) Undifferentiated marketing
- b) Niche marketing
- c) Differentiated marketing
- d) Mass marketing

Q.3 The 4Ps of the marketing mix include.

- a) Product, People, Price, Place
- b) Product, Price, Place, Promotion
- c) People, Process, Physical evidence, Promotion
- d) Product, Price, Promotion, Public Relations

- Q.4 What is market penetration?
- Entering a new market with existing products
  - Entering an existing market with new products.
  - Increasing market share of current products in the existing market.
  - Introducing a product to an international market
- Q.5 Which of the following is an example of a psychographic segmentation variable?
- Income
  - Age
  - Lifestyle
  - Gender
- Q.6 What does CRM stand for in marketing?
- Customer Reaction Marketing
  - Client Relationship Marketing
  - Customer Retention Management
  - Customer Relationship Management

### SECTION-B

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

- Q.7 \_\_\_\_\_ pricing strategy involves setting a high price initially and then gradually lowering it over time.
- Q.8 \_\_\_\_\_ element of the promotional mix involves non-personal communication typically conducted through mass media.
- Q.9 \_\_\_\_\_ is a distribution strategy where a product is available in as many outlets as possible.

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- Q.10 Which of the following is a commonly used method to forecast sales?
- Gap analysis
  - SWOT analysis
  - Time-Series analysis
  - Fishbone diagram
- Q.11 The BCG matrix classifies products into four categories based on :
- Market growth rate and relative market share
  - Product quality and customer loyalty
  - Sales revenue and customer satisfaction
  - Brand recognition and profitability
- Q.12 Which of the following is an external factor in a SWOT analysis?
- Strengths
  - Opportunities
  - Weaknesses
  - Resources

### SECTION-C

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

- Q.13 Meaning of Marketing Information System (MKIS).
- Q.14 Discuss the impact of Demographic change on marketing.
- Q.15 Explain the concept of consumer behaviour.
- Q.16 What are the requirements for effective segmentation?
- Q.17 Differentiate between the sales promotion and advertising.
- Q.18 What is customer loyalty?
- Q.19 Explain the concept of supply chain management.
- Q.20 Difference between wholesale and retailer.
- Q.21 What are the marketing research techniques?

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