

- Q.24 Why is consumer relationship important in marketing?
  - Q.25 Define brand management and its importance.
  - Q.26 What is SWOT analysis?
  - Q.27 Discuss the prime objectives of market research?
  - Q.28 Define promotion mix. Name its component in shorts.
  - Q.29 Explain market positioning. Discuss some strategies of positioning.
  - Q.30 What is target market? How to pick a target market.
  - Q.31 Discuss some famous pricing strategies.
  - Q.32 Define distribution channels discuss all types of channels?
  - Q.33 How has digital marketing changed marketing? Explain.
  - Q.34 Discuss challenges in price determination for a competitive product.
  - Q.35 Mention Importance of STP strategy in establishing a new brand in the market?

## **SECTION-D**

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

- Q.36 Define marketing environment. Explain internal and external environments in detail.

Q.37 Define Product explain the concept of product mix by taking a real world example of any company with the most diversified product mix.

Q.38 Provide a detailed review of all types of distribution channels in terms of cost effectiveness efficiency, customer relationship and time involved in delivery of the product.

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**3rd Sem.  
Branch : DBM, DBM (IPM)  
Sub.: Marketing Management**

**Time : 3 Hrs.** **M.M. : 100**

## **SECTION-A**

**Note: Multiple type Questions. All Questions are compulsory. (10x1=10)**

- Q.1 What are the various levels of channels of distribution?

  - a) Retail, Wholesale Online
  - b) Primary, Secondary, Tertiary
  - c) Direct, Indirect, Both
  - d) None

Q.2 What does e-marketing refer to?

  - a) Online Marketing
  - b) Email Ads
  - c) Digital Promotion
  - d) Electronics Stores

Q.3 What is publicity in marketing?

  - a) Paid Ads
  - b) Media Attention
  - c) Social Media
  - d) Sales Techniques

Q.4 Which best describes personal selling?

  - a) Online Sales
  - b) In-Person Communication
  - c) Retail Sales
  - d) TV Ads

- Q.5 What is distribution in marketing, and what are the types of distribution channels?
- Getting Products to Customers, Retail & Wholesale
  - Manufacturing Process
  - Shipping & Logistics
  - Advertising
- Q.6 What does “Promotion mix” refer to?
- Marketing Strategies
  - Product Variety
  - Pricing Mix
  - Distribution Mix
- Q.7 Which is NOT a component of the promotional mix?
- Advertising
  - Sales Promotion
  - Product Pricing
  - Personal Selling
- Q.8 Which marketing concept emphasizes customer needs and delivering value?
- Product
  - Production
  - Selling
  - Marketing
- Q.9 What is “Product Mix” in marketing?
- Variety of Products
  - Mixing Categories
  - Store Placement
  - Production Cost
- Q.10 Why are channels of distribution important in marketing?
- Reduce Variety
  - Increase Costs
  - Efficient Reach
  - Decrease Ads

## SECTION-B

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

- Q.11 Channels of distribution exclude intermediaries in product delivery. (True/False)
- Q.12 E-Marketing includes various digital strategies. (True/False)
- Q.13 Publicity is NOT about creating awareness, not paid ads. (True/False)
- Q.14 Personal selling is one-on-one communication. (True/False)
- Q.15 Distribution is the same as manufacturing. (True/False)
- Q.16 Promotion mix includes communication elements. (True/False)
- Q.17 Advertising, sales promotion and personal selling are in 4Ps. (True/False)
- Q.18 Marketing concept focuses on meeting market demands. (True/False)
- Q.19 Product mix combines different product categories. (True/False)
- Q.20 Packaging has both aesthetic and functional roles. (True/False)

## SECTION-C

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

- Q.21 What is market segmentation. Explain in short?
- Q.22 Explain the 4Ps of marketing in short.
- Q.23 Describe the product life cycle.