

### SECTION-D

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

Q.23 Define promotion. Explain promotional mix in detail.

Q.24 Explain various methods of product pricing in detail.

Q.25 What do you mean by PLC? Explain its all stage in detail.

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### 4th Sem / Finance , Accounts and Auditing

#### Subject : Marketing Management

Time : 3 Hrs.

M.M. : 60

### SECTION-A

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

Q.1 This of following is not a type of marketing concept.

- a) The production concept
- b) The selling concept
- c) The societal marketing concept
- d) The supplier concept

Q.2 Want for a specific product backed by an ability to pay:

- a) Demand
- b) Need
- c) Want
- d) Customer

Q.3 The term marketing refers to:

- a) New product concepts and improvements
- b) Advertising and promotion activities
- c) A Philosophy that stresses customer value and satisfaction
- d) Planning sales campaigns

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Q.4 Setting a price high that of the competition is called :

- a) Skimming
- b) Penetration pricing
- c) Competitive pricing
- d) None of the above

Q.5 Direct marketing means ?

- a) Advertisements      b) Face to face selling
- c) Selling by all staff      d) None of the above

Q.6 Which is not constituent of promotion

- a) Product      b) Publicity
- c) Sales promotion      d) Personal selling

### SECTION-B

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

Q.7 Societal marketing concepts is the latest concept. (True/False)

Q.8 PLC stands for \_\_\_\_\_.

Q.9 Who gave the concept of 4Ps of marketing \_\_\_\_\_.

Q.10 Broadly marketing environment can be divided into \_\_\_\_\_categories.

Q.11 Father of marketing is \_\_\_\_\_.

Q.12 Marketing and market conveys the same meaning? (True /False)

### SECTION-C

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

Q.13 Explain marketing concept in detail.

Q.14 Describe the main functions of branding.

Q.15 Mention the importance of channels of distribution.

Q.16 What do you mean by publicity ? Explain

Q.17 Explain marketing environment.

Q.18 Mention the main features of marketing.

Q.19 Explain the concepts of product life Cycle in detail.

Q.20 What do you mean by market segmentation? Explain.

Q.21 Discuss product mix in short .

Q.22 Explain the main objectives of pricing.