

- Q.23 How do distribution channels impact marketing strategy?
  - Q.24 What is the positioning in marketing.
  - Q.25 Name one element of the promotion mix.
  - Q.26 What is the essence of the marketing concept?
  - Q.27 Define and give an example of skimming pricing strategy.
  - Q.28 Define the term “distribution channels.” Explain roles of distribution channels.
  - Q.29 Discuss main promotion mix elements.
  - Q.30 How do political factors affect the marketing environment?
  - Q.31 Explain the concept of value-based pricing.
  - Q.32 Discuss some factors that influence pricing decisions.
  - Q.33 Describe the process of market segmentation.
  - Q.34 What is the objective of personal selling in marketing.
  - Q.35 Briefly explain the term “product line.”

## **SECTION-D**

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

- Q.36 Describe the various elements of the promotion mix and provide real-world examples of how companies integrate these elements to create effective promotional campaigns.

Q.37 Outline the stages of the product life cycle (PLC) and discuss the associated marketing strategies.

Q.38 Define the term “distribution channels” and discuss the role they play in the marketing process.

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**3rd Sem / DBM, DBM (IPM)**  
**Subject:- Marketing Management**

Time : 3Hrs. M.M. : 100

M.M. : 100

## **SECTION-A**

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

- Q.1 What is the core idea behind the marketing concept?

  - a) Product orientation b) Customer orientation
  - c) Profit orientation d) Sales orientation

Q.2 Which of the following is NOT a component of the marketing environment?

  - a) Competitors b) Culture
  - c) Production capacity d) Political factors

Q.3 What is the first step in the process of segmentation, targeting, and positioning (STP)?

  - a) Targeting b) Positioning
  - c) Segmentation d) Differentiation

Q.4 In marketing, what does PLC stand for?

  - a) Product Life Circle b) Product Life Cost
  - c) Product Life Cycle d) Product Line Change

Q.5 Which of the following is NOT a factor affecting pricing decisions?

  - a) Competition b) Cost
  - c) Demand d) Promotion

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- Q.6 What is the term used to describe a group of closely related products?
- Product mix
  - Product line
  - Product segmentation
  - Product range
- Q.7 Which pricing strategy involves setting a high initial price to skim revenues layer by layer from the market?
- Penetration pricing
  - Skimming pricing
  - Discount pricing
  - Psychological pricing
- Q.8 What is the meaning of distribution in marketing?
- The process of manufacturing products
  - The process of promoting products
  - The process of delivering products to customers
  - The process of pricing products
- Q.9 Which of the following is a channel of distribution?
- Manufacturers of retailers to consumers
  - Manufactures to wholesalers to consumers
  - Manufacturers to suppliers to consumers
  - Manufactures to producers to consumers
- Q.10 Which element of the promotional mix involves personal selling?
- Advertising
  - public relations
  - Sales promotion
  - Personal selling

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## SECTION-B

- Note:** Objective type questions(True/False). All questions are compulsory. (10x1=10)
- Q.11 Pricing strategy does not influence consumer perceptions of product quality.
- Q.12 Market segmentation is the process of deciding where to sell products.
- Q.13 Sales promotion involves using public relations activities to build brand awareness.
- Q.14 The marketing environment remains constant and does not change over time.
- Q.15 Competitive factors do not influence pricing decisions.
- Q.16 Direct marketing involves communicating directly with target customers to generate a response or transaction.
- Q.17 Product line refers to the variety of product a company offers within a specific category.
- Q.18 Distribution channels do not impact a company's marketing strategy.
- Q.19 Positioning is the process of designing and communicating a product's features and benefits to meet customer needs.
- Q.20 Promotion mix consists of only advertising and personal selling.

## SECTION-C

- Note:** Short answer type questions. Attempt any twelve questions out of fifteen questions. (12x5=60)
- Q.21 What are the objectives of direct marketing?
- Q.22 Differentiate between product line and product mix.

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