

## **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

Q.4 Setting a price high than 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

#### O.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

O.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.

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

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

#### O.21 Discuss product mix in short .

**Q.22 Explain the main objectives of pricing.**