

SECTION-C

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

- Q.21 What do you mean by marketing?
- Q.22 What is the meaning of distribution channels?
- Q.23 What is the difference between marketing and selling?
- Q.24 Define the core concept of marketing.
- Q.25 Explain the process of consumer's purchase decision.
- Q.26 What is Market segmentation?
- Q.27 What are the methods of pricing?
- Q.28 What do you mean by Target marketing?
- Q.29 Define product decision.
- Q.30 What are the components of product line decisions?
- Q.31 Explain the various branding decisions.
- Q.32 Write a short note on packaging decisions.
- Q.33 What is the importance of pricing?
- Q.34 What are the factors influencing pricing decision?
- Q.35 Explain the concept of consumer behaviour?

SECTION-D

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

- Q.36 Explain the levels of distribution channel with examples for each level.
- Q.37 What is target marketing? What are the various forms of Target?
- Q.38 What is meaning of consumer behaviour? How does it affect the purchase decision process of a consumer?

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Roll No.

3rd Sem / Branch : FAA
Sub.: Marketing Management

Time : 3Hrs.

M.M. : 100

SECTION-A

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

- Q.1 What is the primary goal of marketing?
 - a) Maximizing profit
 - b) Maximizing sales
 - c) Meeting customer needs and wants
 - d) Reducing costs
- Q.2 Which of the following is NOT one of the 4Ps in the marketing mix?
 - a) Price
 - b) Place
 - c) People
 - d) Promotion
- Q.3 Which step in the marketing process involves identifying and evaluating marketing opportunities?
 - a) Market segmentation
 - b) Marketing research
 - c) Market planning
 - d) Market implementation
- Q.4 Which of the following is an example of a macro-environmental factor?
 - a) Competitors
 - b) Suppliers
 - c) Economic conditions
 - d) Consumer preferences
- Q.5 What is the study of how individuals, groups and organizations select, buy, use, and dispose of goods, services, ideas, or experiences to satisfy their needs and wants?

- a) Market segmentation
 - b) Marketing research
 - c) Consumer behaviour
 - d) Product positioning
- Q.6 In the product life cycle, which state is characterized by rapid sales growth and increasing profits?
- a) Introduction b) Growth
 - c) Maturity d) Decline
- Q.7 Which stage of new product development involves idea generation and preliminary screening?
- a) Idea generation
 - b) Concept development and testing
 - c) Business analysis
 - d) Idea screening
- Q.8 What does “pricing” refer to in marketing?
- a) The cost of producing a product
 - b) The process of setting the right price for a product
 - c) The promotion and advertising budget
 - d) The physical distribution of goods
- Q.9 Which of the following is a factor that can affect pricing decisions?
- a) Company’s location
 - b) Customer preferences
 - c) Making products available to customers
 - d) Designing promotional campaigns
- Q.10 What is the primary purpose of distribution channel in marketing?
- a) Setting product prices
 - b) Identifying target markets
 - c) Making products available to customers
 - d) Designing promotional campaigns

SECTION-B

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

- Q.11 Marketing involves identifying and satisfying customer needs and wants. (True/False)
- Q.12 “Place” in the marketing mix refers to the physical location of a business. (True/False)
- Q.13 Marketing research is a crucial step in the process to gather information about the market and customers. (True/False)
- Q.14 Macroenvironmental factors, like economic, conditions can influence
- Q.15 External influences, such as culture and social groups, do not play a significant role in consumer behaviour. (True/False)
- Q.16 In the decline stage of the product life cycle, sales and profits are usually increasing. (True/False)
- Q.17 Concept development and testing is a stage in new product development that assesses market potential. (True/False)
- Q.18 Competitive pricing involves setting prices based on the cost of production. (True/False)
- Q.19 External factors like economic conditions and competitor actions can influence pricing decisions. (True/False)
- Q.20 Effective distribution channels are important because they make products available to customers in the right place at the right time. (True/False)