

- Q.27 List out the factors considered for market segmentation.
- Q.28 Discuss the features of product life cycle.
- Q.29 What is product mix? Discuss its elements.
- Q.30 List out and explain in short the functions performed by channels of distribution.
- Q.31 Write a note on E-marketing.
- Q.32 What is promotion mix? Explain.
- Q.33 What are the objectives of sales promotion?
- Q.34 State the importance of branding.
- Q.35 Briefly discuss the New Product Development process.

SECTION-D

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

- Q.36 State and explain the major elements of marketing environment.
- Q.37 Describe the characteristics and strategies in relation to each stage of Product life cycle.
- Q.38 Explain the factors affecting the pricing decision. Discuss the pricing methods.

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DBM **Subject:- Marketing Management**

Time : 3Hrs. M.M. : 100

SECTION-A

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

- Q.1 _____ is an informative logo, stickers attached to the product or its package.
- a) Brand
 - b) logo
 - c) Label
- Q.2 Introducing the new product into the market takes place in _____ stage of NPD process.
- a) First
 - b) second
 - c) third
- Q.3 Marketing is both an art and a _____.
- a) economics
 - b) science
- Q.4 Marketing is basically selling and advertising . (True/False)

- Q.5 Launching a product in a small part of the market is called _____.
a) Test marketing b) commercialisation
- Q.6 Marketers often use the term _____ to cover various groups of customers.
a) Market b) People
- Q.7 _____ buy products for final consumption.
a) Customer b) Consumer
- Q.8 _____ are products bought by individuals & organization for further processing or for use in conducting a business.
a) semi finished goods b) finished goods
- Q.9 A marketing channel containing a number of middlemen is called _____.
a) Direct channel b) multi level channel
- Q.10 Does price regulates demand? (Yes/No)

SECTION-B

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

Q.11 What is promotion?

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- Q.12 Name any two sales promotion techniques.
- Q.13 Write two factors influencing the choice of channel?
- Q.14 What is branding?
- Q.15 What are consumer goods?
- Q.16 What is meant by label?
- Q.17 Define indirect channels.
- Q.18 What is penetration pricing?
- Q.19 Define micro environment.
- Q.20 Define marketing myopia.

SECTION-C

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

- Q.21 Discuss any by 5 differences between marketing and selling.
- Q.22 What are the objectives of advertising?
- Q.23 Discuss the essentials of packaging.
- Q.24 Write a note on evolution of marketing.
- Q.25 How are services different from products?
- Q.26 Enumerate the stages of Product Life Cycle.

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