

Q.21 What do you understand by pricing strategies?
Explain in detail.

Q.22 Write a brief note on marketing environment.

SECTION-D

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

Q.23 Describe the stages of the product life cycle and discuss the marketing strategies typically employed in each stage.

Q.24 What do you understand by retail formats? Write a note on new updates in retailing.

Q.25 Describe the process of marketing research. Also explain the techniques of marketing research.

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3rd Sem / DBM

Subject : Marketing Management

Time : 3 Hrs.

M.M. : 60

SECTION-A

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

Q.1 _____ is the last channel member who interfaces with the consumers the most.

- a) Wholesaler b) Distributor
- c) Retailer d) None of the above

Q.2 Which marketing orientation focuses on delivering superior value to customers through product innovation and quality?

- a) Production orientation
- b) Sales orientation
- c) Market orientation
- d) Product orientation

Q.3 In the product life cycle, which stage is characterized by rapid market acceptance and increasing profits?

- a) Introduction b) Growth
- c) Maturity d) Decline

- Q.4 What is the marketing strategy that involves offering a new product at a lower price than competitors to gain market share quickly?
- a) Skimming pricing b) Penetration pricing
c) Competitive pricing d) Premium pricing
- Q.5 Which of the following is not a level of product?
- a) Core Product b) Augmented Product
c) Social Product d) Tangible Product
- Q.6 Which marketing research method involves collecting data from a pre-defined group, through structured interviews?
- a) Focus groups
b) Observational research
c) Experimental research
d) Questionnaires

SECTION-B

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

- Q.7 Sales promotion and promotion is one and the same thing. (T/F)
- Q.8 The marketing concept emphasis the importance of customer satisfaction as the primary goal of a business. (T/F)
- Q.9 The introductory stage of the product life cycle is typically characterised by declining sales. (T/F)

- Q.10 Positioning is the process of creating a mental image of a product in the minds of customers. (T/F)
- Q.11 Market research is a one-time activity and does not need to be updated regularly. (T/F)
- Q.12 Brand loyalty refers to customers' willingness to switch brands when a similar product is available at a lower price. (T/F)

SECTION-C

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

- Q.13 Explain in detail the concept of "market segmentation".
- Q.14 Explain in detail the concept of "product positioning".
- Q.15 Explain the concept of "brand equity" in marketing and how it can impact a company's competitive advantage.
- Q.16 Discuss the importance of "market concept" in contemporary marketing management.
- Q.17 Explain the importance of "market research" in marketing decision-making.
- Q.18 Write a detail note on product mix.
- Q.19 Write a detail note on retailing strategies.
- Q.20 What do you understand by direct marketing? Explain in detail.