

- Q.24 What are the various levels of product? Explain.
 Q.25 What do you understand by product line? Explain.
 Q.26 Explain the advantages of branding.
 Q.27 What do you understand by mark up price? Explain.
 Q.28 Write a note on distribution.
 Q.29 What do you understand by promotion mix? Explain.
 Q.30 What do you understand by product length? Explain.
 Q.31 What do you understand by product positioning? Explain.
 Q.32 What are the various levels of Channel? Explain.
 Q.33 What is skimming pricing?
 Q.34 Explain the features of marketing.
 Q.35 Discuss the elements of promotion mix in short.

SECTION-D

Note: Long Answer type question. Attempt any two questions. (2x10=20)

- Q.36 Write a short note on following.
 a) Management of physical distribution.
 b) Sales promotion techniques.
 Q.37 What do you mean by Segmenting? Explain the steps involve in segmenting and targeting.
 Q.38 What are various steps involved in new product development? Explain in detail.
 b)

No. of Printed Pages : 4

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Roll No.....

4th Sem, Branch : FAA

Subject : Marketing Management/Principles of Marketing

Time : 3 Hrs.

M.M. : 100

SECTION-A

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

- Q.1 Marketing is a process which aims at _____
 a) Production
 b) Profit making
 c) The satisfaction of customers needs
 d) Selling products
 Q.2 Which of the following refers to marketing channel?
 a) Integrated marketing communication
 b) Distribution
 c) Marketing Myopia
 d) Retailing
 Q.3 Which of the following is not an exchange function of Marketing?
 a) Product Planning & Development
 b) Buying function
 c) After-sales service
 d) Selling Function
 Q.4 The key customer markets consists of?
 a) Government markets
 b) Business Markets

- c) Consumer Markets
d) All of the above
- Q.5 Which of the follow function ensures that products reach the ultimate customers from the manufactures?
a) Selling b) Marketing
c) Physical distribution d) Sales promotion
- Q.6 Marketing is called a ____ process because it involves interaction of buyers and sellers.
a) Economic b) Social
c) Legal d) Political
- Q.7 Selecting some segments of a population to serve is called?
a) Margin b) Targeting
c) Strategy d) All the above
- Q.8 Market survey is required for?
a) Deciding marketing strategies
b) Deciding product strategies
c) Deciding pricing strategies
d) All of these
- Q.9 Which is not a constituent of promotion?
a) Product b) Sales Promotion
c) Publicity d) Personal Selling
- Q.10 Which is not the basic four Ps of marketing?
a) Price b) Public
c) Programme d) Place

SECTION-B

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

- Q.11 Advertising is the function of marketing which is concerned with the cost and location of target market. (True/False)
- Q.12 There is personal communication in case of advertising. (True/False)
- Q.13 There is no personal contact in personal selling. (True/False)
- Q.14 What is the full form of PLC?
- Q.15 The consumer buying process starts from which.
- Q.16 What is definition of 'Want'.
- Q.17 The ____ concept holds that consumers will favour products that offer the most in quality, performance and innovative features.
- Q.18 ____ are products bought by individuals and organizations for further processing or for use in conducting a business.
- Q.19 When customer expectations regarding product quality, service quality, and value-based price are met or exceeded, this leads to ____ customer.
- Q.20 ____ makes service different from a product.

SECTION-C

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

- Q.21 Explain the features of marketing.
- Q.22 Write a brief note on marketing environment.
- Q.23 Explain sales concept in details.