

- Q.24 Discuss the stages involved in the product development process.
 - Q.25 Explain the difference between cost-based pricing and value-based pricing, providing examples of each.
 - Q.26 Define a distribution channel and discuss the importance of selecting the right distribution channels for a product.
 - Q.27 Outline the key elements of a promotional mix and explain how they can be used to promote products in international markets.
 - Q.28 Explain in brief differentiation and Positioning. How do they different from each other?
 - Q.29 What is marketing research? Explain in brief.
 - Q.30 What types of packaging and labeling decisions are taken in a business.
 - Q.31 What are the branding decisions? Why it is important for business?
 - Q.32 What are the factors influence pricing decisions?
 - Q.33 How many levels are used in distribution channels?
 - Q.34 What are the steps involved in international marketing?
 - Q.35 Differentiate between advertisement and publicity.

SECTION-D

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

- Q.36 What is marketing? Explain the concept of marketing mix and marketing process.

Q.37 Define consumer behavior. Explain the factors that influence purchase decision of a consumer.

Q.38 Define Pricing. What are the different methods of pricing?

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3rd Sem / FAA
Subject:- Marketing Managements

Time : 3Hrs.

M.M. : 100

SECTION-A

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

- Q.1 In SWOT analysis “T” stands for:

 - a) Target
 - b) Threat
 - c) Thought
 - d) Things

Q.2 The Four Ps of marketing include

 - a) Product
 - b) Price
 - c) Promotion
 - d) All of the above

Q.3 Which promotional tool involves direct communication between a salesperson and a potential customer ?

 - a) Advertising
 - b) Public relations
 - c) Sales promotion
 - d) Personal selling

Q.4 Which level of distribution channel is most commonly associated with e-commerce and direct sales ?

 - a) Zero-level channel
 - b) One-level channel
 - c) Two-level channel
 - d) Three -level channel

Q.5 What is the primary advantage of using a shorter distribution channel ?

 - a) Lower distribution costs
 - b) Greater market coverage
 - c) Increased product visibility
 - d) Improved customer service

- Q.6 Which pricing strategy aims to cover the costs of production and generate a desired profit margin?
 a) Penetration pricing b) Cost-plus pricing
 c) Odd pricing d) Premium pricing
- Q.7 What is the primary objective of a penetration pricing strategy?
 a) To maximize short-term profits
 b) To quickly capture market share
 c) To maintain premium brand image
 d) To target high-income consumers
- Q.8 Which of the following is NOT a component of the product mix ?
 a) Width b) Length
 c) Depth d) Height
- Q.9 Which product development strategy involves modifying an existing product to create a new one ?
 a) Brand extension b) Line extension
 c) Product line pruning d) Product modification
- Q.10 What is the primary purpose of branding ?
 a) To reduce production costs
 b) To decrease brand loyalty
 c) To differentiate products from competitors
 d) To launch new product

SECTION-B

- Note:** Objective type questions. All questions are compulsory. (10x1=10)
- Q.11 In SWOT Analysis "W" stands for "Weakness". (True/False)
- Q.12 The marketing mix consists of the product, price, promotion, and packaging elements. (True/False)

(2)

184132

- Q.13 Marketing research is not a part of the marketing process. (True/False)
- Q.14 Market segmentation helps companies identify and target specific customer groups more effectively. (True/False)
- Q.15 Demographic segmentation divides the market based on factors such as age, gender, income, and occupation. (True/False)
- Q.16 Marketing is only about selling and advertising products. (True/False)
- Q.17 Packaging has no impact on consumer purchasing decisions. (True/False)
- Q.18 Setting a higher price always leads to higher profits. (True/False)
- Q.19 Target marketing involves targeting all consumers in the market with the same marketing message. (True/False)
- Q.20 Economic conditions, such as inflation and recession affect pricing decisions. (True/False)

SECTION-C

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

- Q.21 Describe the components of the marketing mix and explain how they work together to create an effective marketing strategy.
- Q.22 Outline the steps involved in the marketing process and briefly explain the purpose of each step.
- Q.23 Describe the factors that influence consumer behavior when making purchasing decisions.

(3)

184132