

- Q.25 Explain the level of channels of Distribution?
- Q.26 Explain the ways to manage the physical distribution of a product?
- Q.27 What do you mean by advertising?
- Q.28 Explain the features of Marketing?
- Q.29 Explain how to segment the market?
- Q.30 Explain the factors influencing the choice of channel of a product?
- Q.31 Explain product line?
- Q.32 Explain the concept of Branding and Packaging?
- Q.33 Explain Personnel Selling?
- Q.34 Explain the factors influencing Price of a product?
- Q.35 How to Promote the sales of a product?

SECTION-D

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

- Q.36 Explain various strategic marketing mix components?
- Q.37 Explain the factors influencing industrial buyer behavior?
- Q.38 Define Pricing? Discuss the various methods of Pricing?

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3rd Sem / DBM, DBM (IPM)
Subject:- Marketing Management

Time : 3Hrs. M.M. : 100

SECTION-A

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

- Q.1 Marketing is the activity, set of _____ & processes for creating, communicating, delivering & exchanging offerings that have value for customers, clients, partners & society.
- a) Institutions
 - b) Organizations
 - c) Companies
 - d) Enterprises
- Q.2 Good marketing is no accident but a result of careful planning and_____.
- a) Promotion
 - b) Selling
 - c) Policies
 - d) Execution
- Q.3 _____ is the best illustration of a subculture.
- a) Occupation
 - b) Income
 - c) Religion
 - d) Family & Friends
- Q.4 The term marketing refers to_____
- a) Advertising, Sales Promotion, Publicity and public Relational activities
 - b) A new product needs ideas, Developments, concepts and improvements.

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- c) Sales Planning, Strategy and Implementation
 d) A philosophy that stresses customer value and satisfaction
- Q.5** Marketers often use the term _____ to cover various groupings of customers.
 a) Buying power
 b) Demographic segment
 c) Market
 d) People
- Q.6** _____ are the form of human needs take as shaped by culture & individual personality.
 a) Wants b) Demands
 c) Needs d) Social Needs
- Q.7** _____ Involves transfer of ownership of the goods.
 a) Selling b) Assembling
 c) Buying d) Assembling & Buying
- Q.8** Marketing is _____, there is a constant tension between the formulated side of marketing and the management side.
 a) An art
 b) A Science
 c) Both an "art" and a "science"
 d) Selling
- Q.9** Want for a specific product backed by an ability to pay is called _____
 a) Demand b) Need
 c) Want d) Customer

- Q.10** _____ is the father of Modern Marketing.
 a) Abraham Maslow b) Lester Wunderman
 c) Peter Drucker d) Philip Kotler

SECTION-B

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

- Q.11** Define advertising?
Q.12 What are the objectives of Sales Promotion? Write any one?
Q.13 Write any one importance of Marketing?
Q.14 Write any one feature of Marketing Mix?
Q.15 What do you mean by Channel?
Q.16 What is Product Positioning?
Q.17 Write any one benefit of Branding?
Q.18 Write any one characteristics of Distribution?
Q.19 What is retail research?
Q.20 Is Product Mix necessary?

SECTION-C

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

- Q.21** What do you mean by product life cycle?
Q.22 What is Marketing Mix?
Q.23 How to decide the Target Market for a product?
Q.24 Differentiate between Industrial and individual buyer?

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