

- Q.31 Differentiate between sales and marketing concepts .  
 Q.32 Discuss product mix in short.  
 Q.33 Describe the main functions of packaging.  
 Q.34 Explain the main objectives of pricing .  
 Q.35 Mention the importance of channels of distribution.

#### **SECTION-D**

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

- Q.36 Explain the significance of channels of distribution in marketing. Discuss the role they play in bridging the gap between producers and consumers. provide examples of how different types of distribution channels can impact a company's reach and market penetration.
- Q.37 Provide real-world examples of how companies use each component to promote their products or services. Explain the factors that influence the selection of the appropriate promotion mix for a specific product or target audience .
- Q.38 Describe the main marketing concepts, such as production orientation, product orientation, sales orientation , and marketing orientation, Discuss how these concepts have evolved over time and their relevance in today's business environment .

No. of Printed Pages : 4 186732/126732/073423  
 Roll No. .... /073434/106744/031342

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

Time : 3Hrs. M.M. : 100

#### **SECTION-A**

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

- Q.1 Market segmentation means ?  
 a) segmenting the salesmen  
 b) segmenting the employees  
 c) segmenting the customers  
 d) All of these
- Q.2 A 'Target Group ' means ?  
 a) A group of sellers b) A group of buyers  
 c) A group of products d) All of these
- Q.3 Which is not a constituent of promotion ?  
 a) Product b) Sales promotion  
 c) Publicity d) Personal selling
- Q.4 Which is not one of the basic four Ps of marketing ?  
 a) Price b) Promotion  
 c) Programme d) Place
- Q.5 What is the full form of PLC ?  
 a) Product life Curve b) Product life cycle  
 c) Product life circle d) None of these
- Q.6 In marketing STP is S-segmentation, T - Targeting , P-.....?  
 a) Promoting  
 b) Placing

(00)

(4) 186732/126732/073423  
 /073434/106744/031342

(1) 186732/126732/073423  
 /073434/106744/031342

- c) Producing  
d) Positioning
- Q.7 What is price skimming ?  
a) Setting an initially-high price falls as competitors enter the market .  
b) Setting a high price which consumers perceive as indicating high quality.  
c) Both mentioned above .  
d) None of these .
- Q.8 A profile calculated on the basis of a percentage of the selling price is called :  
a) Mark-up                    b) Breakeven  
c) Margin                    d) None of these
- Q.9 Bundle pricing is .....  
a) Providing many products for one price .  
b) Many price for one product  
c) Both  
d) None of these
- Q.10 Market survey is required for ?  
a) Deciding marketing strategies  
b) Deciding product strategies  
c) Deciding pricing strategies  
d) All of these

### SECTION-B

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

- Q.11 Market segmentation means combining the marketing as one unit .(T/F)
- Q.12 There are five levels of a product in marketing .(T/F)

(2) 186732/126732/073423  
/073434/106744/031342

- Q.13 A product line is a group of related products . (T/F)
- Q.14 Banding is not a unique identification given to a product. (T/F)
- Q.15 Price should justify the utility delivered by the product. (T/F)
- Q.16 Going rate pricing does not follow the current market price of the product . (T/F)
- Q.17 Marketing focuses on customer satisfaction. (T/F)
- Q.18 Production concept says that customers buy products which are cheaper and more readily available ? (T/F)
- Q.19 Selling concept dose not stress more on promotional activities .(T/F)
- Q.20 Marketing environment includes only internal factors .(T/F)

### SECTION-C

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

- Q.21 What are the various levels of channels of distribution ?
- Q.22 Explain the concept of e-marketing.
- Q.23 What do you understand by publicity, Explain ?
- Q.24 Explain the process of personal selling.
- Q.25 Define distribution. mention types of channels.
- Q.26 What do you understand about the promotion mix ?
- Q.27 Explain components promotional mix.
- Q.28 Discuss marketing concepts in short.
- Q.29 Draw a picture of various levels of a product.
- Q.30 Explain the main importance of marketing .

(3) 186732/126732/073423  
/073434/106744/031342