

Section-D

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

- Q.23 What is marketing? Explain the element of marketing mix.
- Q.24 Define Pricing . Explain its objectives and importance.
- Q25 Discuss in details the distribution channel of marketing.

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Roll No.

224145 C

4th Sem. / Finance, Accounts & Auditing
Sub : Marketing Management (Fundamentals)

Time : 3 Hrs.

M.M. : 60

SECTION-A

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

- 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 of the following is NOT a stage in the product life cycle?
- a) Introduction
 - b) Growth
 - c) Hyper growth
 - d) Decline
- Q.4 Which of the following is an example of a marketing intermediary?
- a) Manufacturer
 - b) Retailer
 - c) Consumer
 - d) Supplier

- Q.5 What is the primary advantage of using a shorter distribution channel?
- Lower distribution costs
 - Greater market coverage
 - Increased product visibility
 - Improved customer service
- Q.6 Which pricing strategy aims to cover the costs of production and generate a desired profit margin?
- Penetration pricing
 - Cost-Plus pricing
 - Odd pricing
 - Premium pricing

Section-B

Note: Objective/Completion type questions. All questions are compulsory. $(6 \times 1 = 6)$

- Q.7 Pricing decisions are solely based on the cost of production. (True/False)
- Q.8 The marketing process ends once a product is launched into the market. (True/False)
- Q.9 Packaging has no impact on consumer purchasing decisions. (True/False)
- Q.10 Marketing research is a part of the marketing process. (True/False)

- Q.11 Zero level channels are Nota level of distribution channel. (True/False)
- Q.12 In SWOT Analysis "O" stands for Opportunities. (True/False)

Section-C

Note: Short answer type Questions. Attempt any eight questions out of ten Questions. $(8 \times 4 = 32)$

- Q.13 Discuss in brief the marketing segmentation.
- Q.14 Outline the steps involved in the marketing process.
- Q.15 Discuss the stages involved in the product development process.
- Q.16 Discuss the concept of branding with examples.
- Q.17 Explain the difference between cost-based pricing and value-based pricing.
- Q.18 What is branding, and why is it important for businesses?
- Q.19 Explain the brief the key elements of a promotional mix.
- Q.20 Explain in brief levels used in distribution channels.
- Q.21 Differentiate between advertisement and publicity.
- Q.22 Discuss personal selling and direct marketing with examples.