

- Q.24 Explain the importance of distribution channel of marketing.
 - Q.25 Write the utilities of product life cycle.
 - Q.26 What are the essential good brand name.
 - Q.27 Explain the objective of market segmentation.
 - Q.28 Explain the classification of packaging.
 - Q.29 Give characteristics of an effective advertising.
 - Q.30 Describe various objective of sales promotion.
 - Q.31 State main characteristics of publicity.
 - Q.32 Write a short note on E-Marketing.
 - Q.33 Explain the main P's in marketing mix.
 - Q.34 Discuss various stages of new product development.
 - Q.35 Explain the components of Promotional mix.

No. of Printed Pages : 4 186732/126732/73423
Roll No. /073434/106744/031342

3rd Sem./ Branch : 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 Who is the Father of Modern Marketing?

 - a) Philip Kotler
 - b) Peter F Drucker
 - c) Abaraham Maslow
 - d) Raymond Kroc

Q.2 Which one of these is an appropriate definition of “want”?

 - a) The desires of consumers
 - b) Needs related to society
 - c) Basic human needs
 - d) Needs directed to the products

Q.3 The marketer focuses on product awareness, trial, and expansion in this stage of product life cycle?

 - a) Growth stage
 - b) Decline stage
 - c) Maturity stage
 - d) Introduction stage

Q.4 Which marketing channel makes the products available to end users without itermediaries?

 - a) Indirect channel
 - b) Direct channel
 - c) Dynamic channel
 - d) Fixed channel

Q.5 Dividing the market into the homogeneous groups is called?

- a) Segmentation b) Classification
 c) Analysis d) Grouping
- Q.6 Everyone likes a Mercedes but few can buy it. "This is an example of?
 a) Demand b) Desire
 c) Want d) Need
- Q.7 E-marketing is a part of which of the following?
 a) E-payment
 b) E-commerce
 c) E-mail marketing
 d) Traditional marketing
- Q.8 There are two aspects of a brand in a brand image-
 One is association and the other one is _____
 a) Packaging b) Labeling
 c) Personality d) Awareness
- Q.9 _____ is used to check the efficiency of a particular brand among its customers.
 a) Brand bonding b) Brand testing
 c) Brand association d) Brand loyalty
- Q.10 _____ helps in identifying the product
 a) Brand b) Label
 c) Trademark d) Packaging

SECTION-B

- Note:** Objective type questions. All questions are compulsory. (10x1=10)
- Q.11 Marketing management is an activity that involves strategic thinking, planning and controls. (T/F)

- Q.12 Marketing mix is a combination of different marketing elements or mixed elements. These are the 4Ps of Marketing:- Price, Product Promotion and Place. (T/F)
- Q.13 New buy is a situation when a new buyer purchases for the first time. (T/F)
- Q.14 Future wants of the customers should be analyzed before identifying the segments (T/F)
- Q.15 Clearly defined segment must react to changes in any of the elements of the marketing mix (T/F)
- Q.16 Brand awareness is an overall feeling that a customer tends to have about a brand (T/F)
- Q.17 Maturity stage is the last stage of the product lifestyle. (T/F)
- Q.18 Marketing plays an essential role in creating customers products. (T/F)
- Q.19 Most global markets currently are markets for consumer products. (T/F)
- Q.20 The channels that they choose must also be cost-effective. (T/F)

SECTION-C

- Note:** Short answer type questions. Attempt any twelve questions out of fifteen questions. (12x5=60)
- Q.21 Discuss the nature and scope of marketing.
- Q.22 Explain different concept of marketing.
- Q.23 What is the difference between selling and marketing.

(2) 186732/126732/73423
 /073434/106744/031342

(3) 186732/126732/73423
 /073434/106744/031342