

- 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?

No. of Printed Pages : 4

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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 an product?
- Q.24 Differentiate between Industrial and individual buyer?