

- Q.26 How are brands classified?
- Q.27 What are the differences between Segmentation and Differentiation?
- Q.28 What are the steps involved in distribution channel strategy.
- Q.29 Explain the core-concept of Marketing.
- Q.30 Explain the objective of pricing decision in Market.
- Q.31 Write a short note on branding.
- Q.32 What are differences between marketing & selling.
- Q.33 What is the significance of consumer behavior?
- Q.34 Discuss the Major factor that influence consumer behavior.
- Q.35 Explain the four P's in Marketing mix

#### **SECTION-D**

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

- Q.36 What is the marketing environment? Explain the type of marketing environment.
- Q.37 Explain the factor influencing pricing decision.
- Q.38 Explain in detail all stages of product life cycles.

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**4th Sem / Finance Account & Auditing**  
**Subject:- Marketing Management / Principle of Marketing**

Time : 3Hrs. M.M. : 100

#### **SECTION-A**

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

- Q.1 \_\_\_\_\_ involves transfer of ownership of the goods
- a) Selling
  - b) Assembling
  - c) Buying
  - d) None of these
- Q.2 Many people want BMW, only a few are able to buy, this is an example of \_\_\_\_\_
- a) Need
  - b) want
  - c) demand
  - d) status
- Q.3 Buying goods are services for further processing or use in the production process refer to \_\_\_\_\_
- a) Consumer Market
  - b) Govt. Market
  - c) Business Market
  - d) International Market
- Q.4 First stage in the basic Model of Consumer decision making is \_\_\_\_\_

- a) Purchase                  b) Information search  
c) Need                  d) None of these
- Q.5 Information search can be explained in terms of \_\_\_\_\_  
a) Degree                  b) direction  
c) sequence                  d) all of the above
- Q.6 Product \_\_\_\_\_ is the primary function of exporter  
a) Planning                  b) development  
c) marketing                  d) packaging
- Q.7 Which of the following channels consists of sales people contacting buyer in target Market?  
a) Special channels          b) Expert channels  
c) Advocate channels          d) social channel
- Q.8 \_\_\_\_\_ sells to the customers  
a) Wholesaler                  b) Retailer  
c) Broker                  d) None of these
- Q.9 \_\_\_\_\_ is a sales promotion tools.  
a) Discount                  b) premium  
c) Sponsorship                  d) None of these
- Q.10 \_\_\_\_\_ helps in obtaining leads of perspective buyers  
a) Advertising                  b) publicity  
c) Personnel selling                  d) None of these

## **SECTION-B**

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

- Q.11 Define Market  
Q.12 What is target marketing?  
Q.13 \_\_\_\_\_ refers to Marketing channels  
Q.14 Political campaigns are generally an example of \_\_\_\_\_ Digital Market/person Market  
Q.15 Marketing is the process which comes at \_\_\_\_\_  
Q.16 \_\_\_\_\_ is the father of Modern Marketing.  
Q.17 The Co-branding is also known as \_\_\_\_\_ dual branding/pure branding  
Q.18 Who is esteem buyer  
Q.19 What is online marketing?  
Q.20 Who are customers?

## **SECTION-C**

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

- Q.21 What are features of Marketing?  
Q.22 What are the merits of sales promotion?  
Q.23 Explain the importance of pricing?  
Q.24 What are the objectives of advertising?  
Q.25 What are the sources of Marketing Information?