

SECTION-D

No. of Printed Pages : 4

223045B

Roll No.

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

Q.23 (i) Is it essential to use an Advertising Agency?

(ii) Explain the Process of Personal Selling.

Q.24 (i) Explain the characteristics of Buyer Behaviour.

(ii) What is the importance of studying the Consumer Behaviour?

Q.25 What is meant by Market Segmentation? What are the criteria of successful Market segmentation?

4th Sem./Branch : OMCA

Subject : Marketing Management

Time : 3 Hrs.

M.M. : 60

SECTION-A

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

- Q.1 Is not a part of the external marketing environment.
- a) Political
 - b) Legal
 - c) Product
 - d) Socio Cultural
- Q.2 This marketing component is most likely to be standardized _____.
- a) Brand
 - b) Price
 - c) Advertising
 - d) Distribution
- Q.3 Marketing utility consists of _____.
- a) Price.
 - b) Place, price.
 - c) Product, place, price and profit.
 - d) Product, Price, place, promotion
- Q.4 The starting point for discussing segmentation is _____.
- a) Segregation.
 - b) Positioning.
 - c) Both.
 - d) None.

Q.5 Selling the same product at different prices is known as _____.

- a) Price lining.
- b) Dual pricing.
- c) Geographical pricing.
- d) Monopoly pricing

Q.6 Which of the following is not a promotion mix?

- a) Sales promotion. b) Personal selling
- c) Forecasting. d) Advertising

SECTION-B

Note: Objective/ Completion type questions. All questions are compulsory. (6x1=6)

Q.7 Marketing and selling are _____. (Same/Different)

Q.8 A brand is a _____.

- a) Name/ Sign b) Combination of Both

Q.9 Which of the following is NOT an element of the marketing mix? (Target market/Pricing)

Q.10 Retailer is last step of channel of distribution. (T/F)

Q.11 Product is not a part of the external marketing environment. (True/False)

Q.12 This marketing component is most likely to be standardized brand. (True/False)

SECTION-C

Note: Short answer type questions. Attempt any eight questions out of ten questions. (8x4=32)

Q.13 What is promotion mix?

Q.14 What is product life cycle?

Q.15 What are steps in market segmentation?

Q.16 What is product positioning?

Q.17 What is retailing?

Q.18 Explain Marketing Environment and its impact.

Q.19 What is the Object of Market Segmentation.

Q.20 Write the Strategic considerations in the Product Life Cycle concept?

Q.21 Discuss the Classification of Product.

Q.22 Explain the various Methods to measure Brand Equity.