

No. of Printed Pages : 4
Roll No.

224145C

4th Sem.
Branch : Finance, Accounts & Auditing
Sub. :Marketing Management

Time : 3 Hrs. M.M. : 60

SECTION-A

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

- Q.1 Which of the following Is NOT a component of the marketing mix?
a) Product b) Promotion
c) Place d) Profit
- Q.2 In SWOT analysis “S” stands for :
a) Strength b) Strategy
c) Skimming d) Situation
- Q.3 Which promotional tool involves direct communication between a salesperson and a potential customer?
a) Advertising b) Public relations
c) Sales promotion d) Personal selling
- Q.4 Which level of distribution channel is most commonly associated with e-commerce and direct sales?
a) Zero-level channel b) One level channel
c) Two level channel d) Three level channel

- Q.5 Which of the following is NOT a factor to consider when setting a pricing strategy?
- Cost of production
 - Competitors prices
 - Customer demand
 - Employee salaries
- Q.6 Which of the following is NOT a component of the product mix?
- Width
 - Length
 - Depth
 - Height

SECTION-B

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

- Q.7 Marketing is only about selling and advertising products. (True / False)
- Q.8 Market segmentation helps companies identify and target specific customer groups more effectively. (True / False)
- Q.9 Packaging serves no purpose beyond protecting the product during transportation. (True / False)
- Q.10 Place in the marketing mix refer to the physical location where a product is manufactured. (True / False)
- Q.11 In SWOT Analysis “W” stands for “Weakness”. (True / False)
- Q.12 The marketing mix consists of the product, price, promotion and packaging elements. (True / False)

SECTION-C

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

- Q.13 Describe in brief the components of the marketing mix.

- Q.14 Define marketing and explain its significance in today's business environment.
- Q.15 Discuss the role of packaging in marketing.
- Q.16 Define target marketing and discuss two benefits for businesses.
- Q.17 Discuss the external factors that make up the marketing environment.
- Q.18 What includes in promotion mix? Explain in brief.
- Q.19 Define distribution channels. How it is important in marketing?
- Q.20 Define pricing. What are its objectives?
- Q.21 Differentiate between market segmentation and target marketing.
- Q.22 What is advertisement? Discuss in brief its different types.

SECTION-D

Note: Long answer questions. Attempt any two questions out of three Questions. $(2 \times 8 = 16)$

- Q.23 Discuss Marketing environment and its impact on business.
- Q.24 Discuss the product life cycle with a diagram.
- Q.25 Discuss the main factors which affect the pricing of a product.