

- Q.24 Discuss the stages involved in the product development process.
- Q.25 Explain the difference between cost-based pricing and value-based pricing, providing examples of each.
- Q.26 Define a distribution channel and discuss the importance of selecting the right distribution channels for a product.
- Q.27 Outline the key elements of a promotional mix and explain how they can be used to promote products in international markets.
- Q.28 Explain in brief differentiation and Positioning. How do they differ from each other?
- Q.29 What is marketing research? Explain in brief.
- Q.30 What types of packaging and labeling decisions are taken in a business.
- Q.31 What are the branding decisions? Why it is important for business?
- Q.32 What are the factors influence pricing decisions?
- Q.33 How many levels are used in distribution channels?
- Q.34 What are the steps involved in international marketing?
- Q.35 Differentiate between advertisement and publicity.

#### SECTION-D

- Note:** Long answer type questions. Attempt any two questions out of three questions. (2x10=20)
- Q.36 What is marketing? Explain the concept of marketing mix and marketing process.
- Q.37 Define consumer behavior. Explain the factors that influence purchase decision of a consumer.
- Q.38 Define Pricing. What are the different methods of pricing?

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Roll No. ....

**3rd Sem / FAA**

**Subject:- Marketing Managements**

Time : 3Hrs.

M.M. : 100

#### SECTION-A

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

- Q.1 In SWOT analysis "T" stands for:  
a) Target b) Threat  
c) Thought d) Things
- Q.2 The Four Ps of marketing include  
a) Product b) Price  
c) Promotion d) All of the above
- 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 What is the primary advantage of using a shorter distribution channel?  
a) Lower distribution costs  
b) Greater market coverage  
c) Increased product visibility  
d) Improved customer service

- Q.6 Which pricing strategy aims to cover the costs of production and generate a desired profit margin?  
 a) Penetration pricing b) Cost-plus pricing  
 c) Odd pricing d) Premium pricing
- Q.7 What is the primary objective of a penetration pricing strategy ?  
 a) To maximize short-term profits  
 b) To quickly capture market share  
 c) To maintain premium brand image  
 d) To target high-income consumers
- Q.8 Which of the following is NOT a component of the product mix ?  
 a) Width b) Length  
 c) Depth d) Height
- Q.9 Which product development strategy involves modifying an existing product to create a new one ?  
 a) Brand extension b) Line extension  
 c) Product line pruning d) Product modification
- Q.10 What is the primary purpose of branding ?  
 a) To reduce production costs  
 b) To decrease brand loyalty  
 c) To differentiate products from competitors  
 d) To launch new product

#### SECTION-B

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

- 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)

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- Q.13 Marketing research is not a part of the marketing process. (True/False)
- Q.14 Market segmentation helps companies identify and target specific customer groups more effectively. (True/False)
- Q.15 Demographic segmentation divides the market based on factors such as age, gender, income, and occupation. (True/False)
- Q.16 Marketing is only about selling and advertising products. (True/False)
- Q.17 Packaging has no impact on consumer purchasing decisions. (True/False)
- Q.18 Setting a higher price always leads to higher profits. (True/False)
- Q.19 Target marketing involves targeting all consumers in the market with the same marketing message. (True/False)
- Q.20 Economic conditions, such as inflation and recession affect pricing decisions. (True/False)

#### SECTION-C

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

- Q.21 Describe the components of the marketing mix and explain how they work together to create an effective marketing strategy.
- Q.22 Outline the steps involved in the marketing process and briefly explain the purpose of each step.
- Q.23 Describe the factors that influence consumer behavior when making purchasing decisions.

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