

### SECTION-D

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

- Q.23 Define Marketing Research process and its various techniques.
- Q.24 What are the factors which influence the Consumer Behaviour in the purchase of a product?
- Q.25 What is concept of product life cycle. What are the stages in development of a product.

No. of Printed Pages : 4

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**4th Sem./ OMCA**

**Subject : Marketing Management**

Time : 3 Hrs.

M.M. : 60

### SECTION-A

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

- Q.1 A place for buying and selling activities is called\_\_\_\_\_.
- a) Market                      b) Marketing
- c) Market reserach      d) Market information
- Q.2 The social aspect of marketing is to ensure\_\_\_\_\_,
- a) Price
- b) Demand
- c) Low price with high quality
- d) Service goods
- Q.3 The starting point for discussing segmentation is\_\_\_\_\_.
- a) Segregation              b) Positioning
- c) Both                      d) None

Q.4 \_\_\_\_\_ concept holds consumers will favour those products that offer the most quality or performance

- a) Product                      b) Selling
- c) Production                d) Sales

Q.5 The usual source for new products is \_\_\_\_\_.

- a) Marketing research
- b) R & D
- c) Accidental discoveries
- d) A variety of sources including customers, competitors, serendipity and formal processes

Q.6 Which of the following is NOT an element of the marketing mix?

- a) Distribution                b) Product
- c) Target market            d) Pricing

### SECTION-B

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

Q.7 It is popularly known as free form of promotion (Advertisement/Publicity)

Q.8 Direct marketing means face to face selling. (T/F)

Q.9 Which of the following is not a promotion mix? (Forecasting/Advertising)

Q.10 Marketing and selling are \_\_\_\_\_ (same/Different)

Q.11 A place for buying and selling activities is called Market. (True/False)

Q.12 The starting point for discussing segmentation is Segregation. (True/False)

### SECTION-C

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

Q.13 Briefly explain in method of pricing?

Q.14 Define consumer behavior.

Q.15 What is Market segmentation?

Q.16 What is Methods of data Analysis?

Q.17 What are Elements of Marketing Research?

Q.18 Explain Personnel selling and direct marketing.

Q.19 What is the Object of Market Segmentation and write the bases of Market Segmentation.

Q.20 What are the various kinds of Branding Strategies.

Q.21 What is advanced of market segmentation?

Q.22 Describe Retailing concepts.