



- Q.5 What is the primary advantage of using a shorter distribution channel?
- Lower distribution costs
  - Greater market coverage
  - Increased product visibility
  - Improved customer service
- Q.6 Which pricing strategy aims to cover the costs of production and generate a desired profit margin?
- Penetration pricing
  - Cost-Plus pricing
  - Odd pricing
  - Premium pricing

### Section-B

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

- Q.7 Pricing decisions are solely based on the cost of production. (True/False)
- Q.8 The marketing process ends once a product is launched into the market. (True/False)
- Q.9 Packaging has no impact on consumer purchasing decisions. (True/False)
- Q.10 Marketing research is a part of the marketing process. (True/False)

- Q.11 Zero level channels are Not a level of distribution channel. (True/False)
- Q.12 In SWOT Analysis "O" stands for Opportunities. (True/False)

### Section-C

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

- Q.13 Discuss in brief the marketing segmentation.
- Q.14 Outline the steps involved in the marketing process.
- Q.15 Discuss the stages involved in the product development process.
- Q.16 Discuss the concept of branding with examples.
- Q.17 Explain the difference between cost-based pricing and value-based pricing.
- Q.18 What is branding, and why is it important for businesses?
- Q.19 Explain in brief the key elements of a promotional mix.
- Q.20 Explain in brief levels used in distribution channels.
- Q.21 Differentiate between advertisement and publicity.
- Q.22 Discuss personal selling and direct marketing with examples.