

No. of Printed Pages : 4

226734

Roll No.

3rd Sem.

Branch : DBM

Sub.: Marketing Management

Time : 3 Hrs.

M.M. : 60

SECTION-A

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

- Q.1 While setting prices, a marketer should
- a) Estimate Demand
 - b) Analyze competitor price
 - c) Analyze pricing objectives
 - d) All of these
- Q.2 All the marketing efforts starts with the discovery of:
- a) Product
 - b) Needs and wants of consumer
 - c) Corruption
 - d) Valid crime case
- Q.3 Which of the following is an element of an organization's internal environment.
- a) Competitors
 - b) Wholesaler
 - c) Employees
 - d) None of these
- Q.4 Testing before launching a product is known as
- a) Acid test
 - b) Market test
 - c) Test Marketing
 - d) None of these

Q.5 Which of the following is not an element of promotion mix.

- a) Personal selling b) Advertising
- b) Transportation d) Sales promotion

Q.6 The strategy of introducing a product with high introductory price is called

- a) Penetration strategy b) Skimming strategy
- d) Pull strategy d) Push strategy

SECTION-B

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

Q.7 The first stage of the product life cycle is the growth stage. (True / False)

Q.8 Price is the exchange value of goods and services in terms of money. (True / False)

Q.9 Modern marketing concept is consumer oriented. (True / False)

Q.10 Division of the market into several segments is called personal selling. (True / False)

Q.11 Marketing mix is a combination of Product, Price Promotion and Price. (True / False)

Q.12 Branding is the process of stamping a product with some identifying name or mark. (True / False)

SECTION-C

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

Q.13 What strategies should be followed during various stages of the Product Life Cycle?

Q.14 Discuss the importance of pricing in marketing.

Q.15 What do you understand about marketing management? Explain its objectives.

Q.16 State the factors affecting the marketing environment.

Q.17 Briefly explain the main elements of the promotion mix.

Q.18 What do you mean by product mix? Explain the layers of a product.

Q.19 Discuss the types of retail formats.

Q.20 What is Branding? Why should a marketer brand his product?

Q.21 Discuss the process of marketing research.

Q.22 What are the functions of marketing?

SECTION-D

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

Q.23 What do you mean by Product Development? What are the stages in the process of development of a new product?

Q.24 Mention and explain the 4P's of marketing mix.

Q.25 State the objectives and functions of marketing.