

SECTION-D

No. of Printed Pages : 4

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Roll No.

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

Q.23 Define promotion. Explain promotional mix in detail.

Q.24 Explain various methods of product pricing in detail.

Q.25 What do you mean by PLC? Explain its all stage in detail.

4th Sem / Finance , Accounts and Auditing

Subject : Marketing Management

Time : 3 Hrs.

M.M. : 60

SECTION-A

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

Q.1 This of following is not a type of marketing concept.

- a) The production concept
- b) The selling concept
- c) The societal marketing concept
- d) The supplier concept

Q.2 Want for a specific product backed by an ability to pay:

- a) Demand
- b) Need
- c) Want
- d) Customer

Q.3 The term marketing refers to:

- a) New product concepts and improvements
- b) Advertising and promotion activities
- c) A Philosophy that stresses customer value and satisfaction
- d) Planning sales campaigns

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Q.4 Setting a price high that of the competition is called :

- a) Skimming
- b) Penetration pricing
- c) Competitive pricing
- d) None of the above

Q.5 Direct marketing means ?

- a) Advertisements b) Face to face selling
- c) Selling by all staff d) None of the above

Q.6 Which is not constituent of promotion

- a) Product b) Publicity
- c) Sales promotion d) Personal selling

SECTION-B

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

Q.7 Societal marketing concepts is the latest concept. (True/False)

Q.8 PLC stands for _____.

Q.9 Who gave the concept of 4Ps of marketing _____.

Q.10 Broadly marketing environment can be divided into _____ categories.

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Q.11 Father of marketing is _____.

Q.12 Marketing and market conveys the same meaning? (True/False)

SECTION-C

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

Q.13 Explain marketing concept in detail.

Q.14 Describe the main functions of branding.

Q.15 Mention the importance of channels of distribution.

Q.16 What do you mean by publicity ? Explain

Q.17 Explain marketing environment.

Q.18 Mention the main features of marketing.

Q.19 Explain the concepts of product life Cycle in detail.

Q.20 What do you mean by market segmentation? Explain.

Q.21 Discuss product mix in short .

Q.22 Explain the main objectives of pricing.

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Section-D

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

- Q.23 What is marketing? Explain the element of marketing mix.
- Q.24 Define Pricing . Explain its objectives and importance.
- Q25 Discuss in details the distribution channel of marketing.

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**4th Sem. / Finance, Accounts & Auditing
Sub : Marketing Management (Fundamentals)**

Time : 3 Hrs.

M.M. : 60

SECTION-A

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

- 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 of the following is NOT a stage in the product life cycle?
 - a) Introduction
 - b) Growth
 - c) Hyper growth
 - d) Decline
- Q.4 Which of the following is an example of a marketing intermediary?
 - a) Manufacturer
 - b) Retailer
 - c) Consumer
 - d) Supplier

- 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.