

- Q.18 Describe the importance of pricing in marketing.
- Q.19 What is personal selling? Explain its role in marketing.
- Q.20 Discuss the importance of advertising in the promotion mix.
- Q.21 What is public relations? Explain its importance in marketing.
- Q.22 Describe the role of direct marketing in promotion mix.

#### SECTION-D

- Note:** Long answer type questions. Attempt any two questions out of three questions. (2x8=16)
- Q.23 Explain the concept of marketing segmentation. Discuss the importance of market segmentation in marketing strategy.
- Q.24 Describe the product life cycle and its stages. Explain the strategies for managing products at different stages of the life cycle.
- Q.25 Discuss the importance of promotion mix in marketing. Explain the elements of promotion mix and their role in achieving marketing objectives.

No. of Printed Pages : 4  
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#### 4th Sem / OMCA , Finance, Accounts & Auditing Subject : Marketing Fundamentals

Time : 3 Hrs.

M.M. : 60

#### SECTION-A

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

- Q.1 What is the primary goal of marketing?
- To maximize profits
  - To satisfy customer needs
  - To promote products
  - None of the above
- Q.2 Which of the following is a type of marketing segmentation?
- Demographic segmentation
  - Geographic segmentation
  - Psychographic segmentation
  - All of the above

- Q.3 What is product positioning?
- Creating a unique identify for a product
  - Setting a price for a product
  - Promoting a product
  - None of the above
- Q.4 What is the pricing strategy?
- A method of setting prices
  - A technique for promoting products
  - A way to distribute products
  - None of the above
- Q.5 Which of the following is a type of distribution channel?
- Direct channel
  - Indirect channel
  - Both A and B
  - None of the above
- Q.6 What is sales promotion?
- A form of advertising
  - A technique for increasing sales
  - A method of personal selling
  - None of the above

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## SECTION-B

- Note:** Objective/ Completion type questions. All questions are compulsory. (6x1=6)
- Q.7 The marketing environment is static. (True/False)
- Q.8 Product mix is a group of unrelated product . (True/False)
- Q.9 Pricing is not affected by external factors. (True/False)
- Q.10 Distribution channels are important for product sales. (True/False)
- Q.11 Promotion mix consists of advertising and personal selling. (True/False)
- Q.12 Public relations is a form of advertising. (True/False)

## SECTION-C

- Note:** Short answer type questions. Attempt any eight questions out of ten questions. (8x4=32)
- Q.13 What is the marketing environment? Explain its impact on marketing.
- Q.14 Describe the concept of product mix.
- Q.15 What is branding? Explain its importance.
- Q.16 Discuss the factors influencing the choice of distribution channels.
- Q.17 What is promotion? Explain its importance.

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