

- Q.18 Define “product mix” and explain its significance for a company.
- Q.19 Explain “Penetration pricing” as a pricing strategy.
- Q.20 What is the role of “advertising” in promoting a product or service?
- Q.21 Briefly describe two types of “Retail formats”.
- Q.22 What is the purpose of “Marketing analytics” in modern marketing?

#### SECTION-D

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

- Q.23 Discuss the various factors that influence consumer behavior. How can marketers use this understanding to create effective marketing campaigns?
- Q.24 Explain the concept of “Promotional mix” and elaborate on its different elements. How do companies integrate these elements for effective communication?
- Q.25 Describe the various “sampling techniques” used in marketing research. Explain the advantages and disadvantages of any two of these techniques.

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#### 3rd Sem / DBM

#### Subject : Marketing Management

Time : 3 Hrs.

M.M. : 60

#### SECTION-A

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

- Q.1 Which of the following best defines “Marketing”?
- Selling goods and services
  - The process of creating, communicating, delivering and exchanging offerings that have value for customers, clients, partners, and society at large
  - Advertising and promotions
  - Distributing products to consumers
- Q.2 The “Place” element of the marketing mix primarily deals with:
- Product design
  - Distribution channels
  - Pricing strategies
  - Promotional activities

- Q.3 The rise of e-commerce and online shopping falls under which aspect of the marketing environment?  
 a) Political-Legal      b) Economic  
 c) Social      d) Technological
- Q.4 Understanding how individuals, groups, or organizations select, buy, use, and dispose of ideas, goods, and services to satisfy their needs and wants is called:  
 a) Market research  
 b) Consumer behavior  
 c) Marketing analytics  
 d) Product development
- Q.5 When a company introduces a new product to the market, it is in which stage of the Product Life Cycle (PLC)?  
 a) Decline      b) Maturity  
 c) Growth      d) Introduction
- Q.6 Which of the following is NOT a component of the promotional mix?  
 a) Advertising      b) Public Relations  
 c) Pricing      d) Personal Selling

### SECTION-B

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

- Q.7 A “niche market” is a broadly define customer group that a company targets. (True/False)

- Q.8 Brand extension involved using an existing brand name to introduce a new product in a different product categories. (True/False)
- Q.9 Skimming pricing involves setting a low price for a new product to attract a large number of buyers and a large market share. (True/False)
- Q.10 Direct marketing involves communicating directly with target customers to obtain an immediate response.(True/False)
- Q.11 Public relations aims to build good relations with the company’s various publics by obtaining favorable publicity.(True/False)
- Q.12 Sampling in marketing research refers to the process of tasting a product before buying it. (True/False)

### SECTION-C

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

- Q.13 What is the difference between marketing and selling?
- Q.14 Explain how “Price” is an important element of the marketing mix.
- Q.15 Discuss the impact of the “Social environment” on marketing strategies. Provide an example .
- Q.16 Briefly explain the concept of “product development.”
- Q.17 What are “brand strategies”? Name two common brand strategies.