

### SECTION-C

No. of Printed Pages : 4  
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**Note:** Long answer type questions. Attempt any three questions. 3x10=30

Q.3 Define New Product. Outline the various stages in new product development.

Q.4 What is Distribution channel? Explain the factors influencing the choice of channel.

Q.5 What factors should always be considered while making pricing decision? Would these change in case of a new product? Why?

Q.6 Write notes on :-  
(a) Advertising (b) Sales Promotion.

Q.7 Explain the concepts of :-  
(a) Micro Environment  
(b) Product life cycle

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**3rd Sem. / DBM , DBM (IPM)**  
**Subject : Marketing Management**

Time : 3 Hrs.

M.M. : 100

### SECTION-A

**Note:** Very Short Answer type questions. Attempt any 15 parts. (15x2=30)

- Q.1 a) What is a market segment?  
b) What is publicity?  
c) Define product line.  
d) Define marketing myopia.  
e) Define packing.  
f) What is a generic brand?  
g) Define E-Marketing.  
h) Define Positioning.  
i) What is odd pricing?

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- j) What is idea screening?
- k) What is a test market?
- l) What is Labelling?
- m) What is social marketing?
- n) Define a prototype.
- o) Define Customer delight.
- p) Define undifferentiated marketing.
- q) Define Augmented product.
- r) Define 2 level distribution channel.
- iv) Briefly discuss macro environmental various affecting marketing of a product.
- v) Differentiate between Advertising and personal selling.
- vi) Write a note on role of e-marketing in india.
- vii) State the criteria for segmenting consumer market.
- viii) How can we classify products?
- ix) Write a note on management of distribution channel.
- x) State the strategies followed in Growth stage of PLC.
- xi) Differentiate between marketing and selling.
- xii) What are the functions performed by the marketing channels?
- xiii) What are the objectives of pricing?
- xiv) Write a note on positioning.
- xv) State the benefits of Branding.

### SECTION-B

**Note:** Short answer type questions. Attempt any ten parts  
10x4=40

- Q.2
- i) Write a note on nature of marketing.
  - ii) Discuss the marketing mix of services.
  - iii) Write a note on evolution of marketing.

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