

- Q.30 State the importance of pricing in marketing.
- Q.31 Illustrate the concept of marketing information system.
- Q.32 State the various features of personal selling.

### SECTION-D

**Note:** Long answer type questions. Attempt any three questions out of four questions. (3x10=30)

- Q.33 Illustrate the consumer's purchase decision process. Also mention its determinants.
- Q.34 Explain the various elements of promotion mix. Also discuss the role of advertisement in promotion.
- Q.35 Describe the stages of product life cycle. How it is useful for development of new product development? Explain.
- Q.36 Discuss the various levels of Distribution channels. Mention their merits and demerits also.

No. of Printed Pages : 4

Roll No. ....

184132

**3rd Sem. / FAA**

**Subject : Marketing Management**

Time : 3 Hrs.

M.M. : 100

### SECTION-A

**Note:** Objective type questions. All questions are compulsory (10x1=10)

- Q.1 A back office setup from where customers queries solved known as \_\_\_\_\_
- Q.2 Lead generation, call presentation and sale is sequence of sales process. (T/F)
- Q.3 Value - added services mean \_\_\_\_\_.
- Q.4 Targeting existing client can be done by market segmentation. (T/F)
- Q.5 knowledge of industries is part of market information. (T/F)
- Q.6 A group of buyer and seller is part of target group. (T/F)

(360)

(4)

184132

(1)

184132

- Q.7 Full form of DSA\_\_\_\_\_.
- Q.8 Marketing survey is a part of market\_\_\_\_\_.
- Q.9 Marketing environment consist of govt and intervation factors also. (T/F)
- Q.10 Product life cycle is one of the determinants of pricing of a product. (T/F)

### SECTION-B

**Note:**Very short answer type questions. Attempt any ten questions out of twelve questions. (10x2=20)

- Q.11 State two features of personal selling.
- Q.12 Mention any two elements of marketing mix.
- Q.13 What is cognition.
- Q.14 State any two benefits of Cost-plus pricing.
- Q.15 Mention the stages of product life cycle.
- Q.16 State any two basis of market segmentation.
- Q.17 Define the term Brand.
- Q.18 Mention any two features of Retailing.

(2)

184132

- Q.19 State any two features of export pricing.
- Q.20 Mention any two factors affecting the market environment.
- Q.21 List any four benefits of wholesale business.
- Q.22 Define the term Perception.

### SECTION-C

**Note:**Short answer type questions. Attempt any eight questions out of ten questions. (8x5=40)

- Q.23 What are elements of Marketing Mix.
- Q.24 Discuss the importance of Distribution channel in marketing.
- Q.25 Explain the marketing process in brief.
- Q.26 What do you understand by term promotion of product?
- Q.27 State any five factors affect the pricing decision.
- Q.28 Define the various level of distribution channel.
- Q.29 What are the core concept of marketing?

(3)

184132