

Seat No. : \_\_\_\_\_

# AO-103

April-2022

B.B.A., Sem.-IV

CC-209 : Marketing Management

Time : 2 Hours]

[Max. Marks : 50

- Instructions :**
- (1) All Questions in Section-I carry equal marks.
  - (2) Attempt any **Two** questions in Section-I.
  - (3) Question-5 in Section-II is **Compulsory**.

## SECTION-I

1. (A) What is product mix ? Discuss with factors affecting decisions about product mix. **10**  
(B) Explain – “New Product Development Process”. **10**
2. (A) What is Price ? Discuss any two basic methods of setting prices with suitable examples. **10**  
(B) What is Branding ? Discuss the advantages of branding in detail. **10**
3. (A) What is Retailing ? Explain store based retailing with suitable examples. **10**  
(B) What is a Distribution channel ? Discuss its levels with certain examples in brief. **10**
4. (A) Discuss the five ‘M’s of developing an advertising program. **10**  
(B) What is Sales promotion ? Discuss tools for sales promotion for customers. **10**

## SECTION-II

5. MCQs. (Any **Ten**) **10**
  - (1) Promotion mix includes Sales Promotion, Personal Selling, Advertising and  
(a) Marketing (b) Sales (c) Publicity (d) None of these
  - (2) \_\_\_\_\_ Media can give 24 hour exposure to the public eye.  
(a) Television (b) Print (c) Internet
  - (3) The ultimate objective of the product is  
(a) Utilizing existing manpower  
(b) To monopolize the market  
(c) All of the above
  - (4) Who suggested product, pricing, place, promotion all these in a company represents “Market Mix” ?  
(a) Philip Kotler (b) Neil Borden

- (5) In Marketing mix, which scope of product supports the elements ?  
 (a) Guarantee (b) Warrantee (c) Quality (d) All of these
- (6) What is the practice of setting initial price relatively low when introducing a new product to the marketplace called ?  
 (a) Predatory pricing  
 (b) Skimming pricing  
 (c) Penetration pricing
- (7) Which of the following has a major influence on pricing decisions ?  
 (a) Customer demand  
 (b) Actions of competitors  
 (c) Costs
- (8) The stage of the PLC characterized by overcapacity, greater competition, and the eventual elimination of weaker competitors is called the :  
 (a) Decline stage (b) Introduction stage (c) Maturity stage
- (9) These are chains of organizations that are concerned with the management of the processes and activities involved in creating and moving products from producers and manufacturers to end-user customers. The organizations involved with any one journey, are collectively termed as a :  
 (a) Distribution (b) Vendor (c) Communication
- (10) The independently owned businesses or units that take title to the merchandise they handle are known as  
 (a) Merchant wholesalers (b) Full-service wholesalers  
 (c) Limited service wholesalers (d) Brokers and agents
- (11) The motive to which an ad is directed, designed to stir a person towards goal the advertiser has set is known as  
 (a) appeal (b) need (c) demand (d) desire
- (12) In a product hierarchy, a group of products in a product family that have certain functional coherence is  
 (a) Product class (b) Product line (c) Product typed (d) Product family
- (13) \_\_\_\_\_ is the set of all items and products a particular seller offer for sale.  
 (a) Product system (b) Product mix  
 (c) Product line (d) None of the above
- (14) In retailing there is a direct interaction with \_\_\_\_\_.  
 (a) producer (b) customer (c) wholesaler (d) All of these
- (15) \_\_\_\_\_ is the next step after recruiting the retail personnel.  
 (a) Supervision (b) Compensation (c) Training (b) Selection