

Seat No. : _____

DB-130

December-2024

B.B.A., Sem.-III

DSC-C-232 : Introduction to Marketing Management

Time : 2 Hours]

[Max. Marks : 50

1. (A) (1) Explain the process of marketing in brief. 5
(2) Discuss marketing orientation with suitable examples. 5

OR

1. (B) (1) Define core concepts of marketing with suitable examples. 5
(2) Discuss the difference between sales and marketing in detail. 5

2. (A) (1) Explain market segmentation with demographic base in detail with suitable examples. 5
(2) Discuss – “5 stages of buyers decision making process”. 5

OR

2. (B) (1) What is product positioning? Discuss its strategies with suitable examples. 5
(2) Explain Consumer behaviour with any two factors affecting it. 5

3. (A) (1) Explain product mix with its factors influencing it. 5
(2) Define external factors affecting pricing in detail. 5

OR

3. (B) (1) Explain any two methods of pricing in detail. 5
(2) Discuss maturity stage in product life cycle with suitable strategies. 5

4. (A) (1) Discuss 5 M's of advertisement with suitable examples. 5
(2) Explain distribution channels with its function in brief. 5

OR

4. (B) (1) Explain store based retailing with suitable examples. 5
(2) Explain the difference between advertising and publicity. 5

5. MCQ's : (Any Ten)

- (1) _____ Media can give 24 hour exposure to the public eye.
 - (a) Television
 - (b) Print
 - (c) Internet
- (2) Who suggested product, pricing, place, promotion all these in a company represents "Market Mix" ?
 - (a) Philip Kotler
 - (b) Neil Borden
 - (c) Adam Smith
- (3) In Marketing mix which scope of product supports the elements :
 - (a) Guarantee
 - (b) Warrantee
 - (c) Quality
 - (d) All of these
- (4) What is the practice of setting initial relatively low when introducing a new product to the marketplace called
 - (a) Predatory pricing
 - (b) Skimming pricing
 - (c) Penetration pricing
- (5) Which of the following has a major influence on pricing decisions ?
 - (a) Customer demand
 - (b) Actions of competitors
 - (c) Costs
- (6) 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
- (7) In retailing there is a direct interaction with _____.
 - (a) producer
 - (b) customer
 - (c) wholesaler
 - (d) All of these.
- (8) _____ is the set of all items and products a particular seller offers for sale,
 - (a) Product system
 - (b) Product mix
 - (c) Product line
 - (d) None of the above
- (9) The motive to which an ad is directed, designed to stir a person toward goal the advertiser has set is known as
 - (a) Appeal
 - (b) Need
 - (c) Demand
 - (d) Desire
- (10) 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
- (11) What is the goal of segmentation ?
 - (a) To identify new markets
 - (b) To increase market share
 - (c) To tailor marketing efforts to specific groups
- (12) What is the primary role of marketing ?
 - (a) To produce products
 - (b) To sell products
 - (c) To identify customer needs