

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

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- (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 producer and manufacturers to end-user customers. The organizations involved with 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 (d) Selection