

Seat No. : 7072

AJ-111

April-2023

BBA., Sem.-IV

CC-209 : Marketing Management

Time : 2:30 Hours]

[Max. Marks : 70

1. (A) Explain Growth stage of PLC with its marketing strategies. 7
(B) Define Product. Explain Classification of products. 7
- OR**
- (A) Explain new product development process. 7
(B) Explain the various product line decisions. 7
2. (A) Explain different factors influencing pricing decisions. 7
(B) Discuss pricing strategies briefly. 7
- OR**
- (A) Explain different brand strategy decisions. 7
(B) Write a note on Brand Re-launch. 7
3. (A) Explain different distribution channel levels. 7
(B) Describe the various functions of channels. 7
- OR**
- (A) Define Retailing. Discuss the various types of retailers. 7
(B) Discuss the various types of wholesalers. 7
4. (A) Distinguish between Advertising and Publicity. 7
(B) Explain the concept of Sales Force Management in brief. 7
- OR**
- (A) Explain steps in personal selling process. 7
(B) Define Sales Promotion. Mention the objectives of sales promotion. 7

5. Do as directed : (Any 7 out of 12)

- (1) _____ are a consumer product that the customer usually compares on attributes such as quality, price and style in the process of selecting and purchasing.
- (a) Shopping Products (b) Speciality Products
(c) Unsought Products (d) Convenience Products
- (2) _____ is NOT a stage in Product Life Cycle.
- (a) Introduction (b) Growth
(c) Commercialization (d) Maturity
- (3) _____ is known as a working sample or model which is essentially created for Test Marketing before the final launch of Product.
- (a) Product (b) Sample
(c) Prototype (d) Tester
- (4) In _____ pricing, the company sets a high introductory price for the product and then gradually reduces the price over a period of time.
- (a) Penetration (b) Skimming
(c) Cost Plus (d) Differentiated
- (5) _____ is the unique set of brand assets and liabilities that are linked to brand.
- (a) Brand Identity (b) Brand Re-launch
(c) Brand Salience (d) Brand Equity
- (6) _____ occur when a company introduces additional items in the same product category under the same brand name such as new flavours, forms, colours, added ingredients, package sizes.
- (a) Line extensions (b) Brand Extension
(c) Multi Brands (d) New Brands
- (7) _____ Distribution involves all the possible outlets that can be used to distribute the product.
- (a) Intensive (b) Exclusive
(c) Horizontal (d) Strategic
- (8) A Marketing system in which two or more unrelated companies put together resources and programs to exploit an emerging marketing opportunity is called as
- (a) Horizontal Marketing System
(b) Multi Channel Marketing System
(c) Direct Marketing System
(d) Vertical Marketing System
- (9) When a Manufacturer/Company directly sells its goods to Customer then it is known as _____ Channel.
- (a) Three Level (b) Zero Level
(c) Two Level (d) One Level
- (10) Write Full form of AIDAS.
- (11) _____ is NOT included in 5 M's of Advertising.
- (a) Money (b) Mission
(c) Media (d) Machine
- (12) _____ is not a party to Public Relations.
- (a) Teachers (b) Employees
(c) Shareholders (d) Customers