

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

**AK-103**

April-2024

B.B.A., Sem.-IV

**CC-209 : Marketing Management**

**Time : 2½ Hours]**

**[Max. Marks : 70**

1. (a) Explain the various levels of Product. 7  
(b) Explain the maturity stage of product life cycle along with its characteristics and strategies. 7

**OR**

1. (a) Define Packaging and write down the functions of Packaging. 7  
(b) What is the role of test marketing in the managing of new product development process ? Explain it with the approaches of test marketing. 7
2. (a) Write down the different objectives of pricing. 7  
(b) Discuss the various brand sponsor decisions. 7

**OR**

2. (a) Briefly introduce the various pricing strategies. 7  
(b) Define Brand. What are the advantages of Branding ? 7
3. (a) Describe the various types of intermediaries. 7  
(b) Examine the various types of Vertical Marketing Systems (VMS). 7

**OR**

3. (a) Explore the various functions of distribution channels. 7  
(b) Discuss the various marketing decisions of wholesalers. 7
4. (a) Explain the advantages and disadvantages of Advertising. 7  
(b) Explain the various purposes of Sales Promotions. 7

**OR**

4. (a) Summarize the different types of Sales force structures. 7  
(b) Describe the various tools of Marketing Public Relations. 7

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5. Choose the correct option from the following and rewrite the correct answer : (Any seven)

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- (1) \_\_\_\_\_ of a company has four important dimensions: Width, Length, Depth and Consistency.  
(a) Primary package (b) Secondary package  
(c) Shipping package (d) National package
- (2) Which of the product is in the decline stage of PLC ?  
(a) Music CDs (b) I-phone  
(c) HD TVs (d) Tata Salt
- (3) Labeling, packaging are associated with \_\_\_\_\_.  
(a) Price mix (b) Product mix  
(c) Place mix (d) Promotion mix
- (4) \_\_\_\_\_ bundling involves selling two products only as a package and not separately.  
(a) Pure (b) Single  
(c) Mixed (d) Independent
- (5) \_\_\_\_\_ is the act of adding value to an existing brand by improving product attributes and enhancing its overall appeal.  
(a) Brand Extension (b) Brand Positioning  
(c) Brand Rejuvenation (d) Brand Equity
- (6) \_\_\_\_\_ Pricing is the approach of setting a low initial price in order to attract a large number of buyers quickly and win a large market share.  
(a) Market-skimming (b) Leader  
(c) Market-penetration (d) Value-based
- (7) Warehouse is the part of \_\_\_\_\_ marketing flow in the marketing channels.  
(a) Physical (b) Finance  
(c) Title (d) Trade
- (8) The goal of channels of distribution is to move products from producers to \_\_\_\_\_.  
(a) Intermediaries (b) Industrial users  
(c) Middlemen (d) Final consumers
- (9) Which level of distribution intensity is the most restrictive and entails establishing only one or a few dealers within a given geographic area ?  
(a) Selective (b) Intensive  
(c) Exclusive (d) Premium
- (10) \_\_\_\_\_ advertising is a technique that utilizes the interests and desires of your audiences to compel them to make a purchase decision.  
(a) Persuasive (b) Comparative  
(c) Informative (d) Comprehensive
- (11) It is popularly known as free form of promotion : \_\_\_\_\_.  
(a) Publicity (b) Personal Selling  
(c) Sales Promotion (d) Advertisement
- (12) The type of salesperson who work from their offices through internet or telephone are classified as \_\_\_\_\_.  
(a) Channel Intermediaries (b) Inside Sales Force  
(c) Outside Sales Force (d) Confirmed