

Set-2

Marketing Management-II (UGBVR2G007T)

Total Marks- 100 (4 credit course)

Duration- 3 Hours

Section- A

Objective Type Questions

1.5 Mark each

1. Identify the products that the customer usually buys frequently and with a minimum of comparison and buying effort.
a. Specialty b. Convenience c. Unsought d. Augmented
2. Which of the following is NOT included in product decisions?
a. Styling b. Brand name c. Warehousing d. Packaging
3. Which of the following takes place at retailer's end?
a. Promotion b. Placing c. Pricing d. Exchange
4. Aggressive selling is a characteristic of which of the following concept of marketing?
a. Production concept b. Marketing concept c. Selling concept d. Product concept
5. The consumer's estimate of the product's overall capacity to satisfy his or her needs is called
a. Product Cost b. Product Value c. Product need d. Product Satisfaction
6. The buying process starts when the buyer recognizes a
a. Product b. An advertisement for the product
c. Salesperson from a previous visit d. Problem/need
7. Parents buy toys for their children acts as _____ in the buying process
a. Decider b. Buyer c. Maintainer d. All of the above
8. Adding new features to a product is advocated by which of the approaches?
a. Product approach b. Production approach c. Marketing approach d. Selling approach
9. The most basic level of a product is known as
a. Central product b. Core product c. Fundamental product d. Augmented product
10. If actual performance exceeds the expected performance of the product, then customer is _____
a. Satisfied b. Dissatisfied c. Delighted d. Neutral

Section- B

Short Type Questions

8 Marks each

11. What do you understand by marketing mix?

Or

Write down the importance of marketing mix.

12. Define the concept of product mix. Also highlight its importance.

Or

Discuss the steps of product life cycle with suitable examples.

13. What do you understand by the term price? Write its objectives also.

Or

Discuss the factors affecting pricing decision.

14. Define logistics. Also highlight its importance in marketing process.

Or

Discuss the approaches of logistics in detail.

15. Define the term promotion. Also give insight into the promotion mix.

Or

Highlight the various emerging trends in marketing with examples.

Section- C

Long Type Questions (Attempt any three)

15 Marks each

16. Elaborate various marketing management philosophies in detail with suitable examples.
17. Write notes on a. Branding b. Labeling c. Channels of distribution
18. Give details of various elements of packaging and also write the requisites of good packaging.
19. Define Product. Discuss in detail the various stages of new product development.
20. Highlight the importance of channels of distribution. What are the factors affecting choice of distribution channels?