

Gujarat University

S.Y BBA semester – 4

Subject: CC – 209 Marketing Management

Time: 2-00 Hrs.

Total Marks: 50

Instructions:

- All Questions in Section I carry equal marks
- Attempt any TWO questions in Section I
- Question V in Section II is COMPULSORY

Section I

Q I	A. Explain – “New Product Development Process”.	10
	B. Explain PLC with suitable strategies for each level with its diagram.	10
Q II	A. What is Price? Discuss basic methods of setting prices.	10
	B. What is Branding? Discuss the advantages of branding in detail.	10
Q III	A. What is retailing? Explain store based retailing in brief.	10
	B. Define wholesaling with its types in detail.	10
Q IV	A. Discuss the five ‘M’s of developing an advertising program.	10
	B. Define the process of selling for a travelling salesman.	10

Section II

Q V	MCQs. (Any 10)	10
1.	The ultimate objective of the product is _____. a. Utilizing existing manpower b. To monopolize the market c. All of the above	
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.	<p>In Marketing mix which scope of product supports the elements</p> <ul style="list-style-type: none"> a. Guarantee b. Warrantee c. Quality d. All of these 	
4.	<p>What is the practice of setting initial relatively low when introducing a new product to the marketplace called?</p> <ul style="list-style-type: none"> a. Predatory pricing b. Skimming pricing c. Penetration pricing 	
5.	<p>Which of the following has a major influence on pricing decisions?</p> <ul style="list-style-type: none"> a. Customer demand b. Actions of competitors c. Costs 	
6.	<p>The stage of the PLC characterized by overcapacity, greater competition, and the eventual elimination of weaker competitors is called the:</p> <ul style="list-style-type: none"> a. Decline stage b. Introduction stage c. Maturity stage 	
7.	<p>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:</p> <ul style="list-style-type: none"> a. Distribution b. Vendor c. Communication 	
8.	<p>_____ carry narrow product lines with deep assortments within those lines.</p> <ul style="list-style-type: none"> a. Convenience stores b. Off-price stores c. Specialty stores 	
9.	<p>Promotion mix includes Sales Promotion, Personal Selling, Advertising and</p> <ul style="list-style-type: none"> a. Marketing b. Sales c. Publicity d. None of these 	

10.	<p>_____ Media can give 24 hour exposure to the public eye.</p> <ul style="list-style-type: none"> a. Television b. Print c. Internet 	
11.	<p>Retailing is the process of purchasing in the bulk from wholesaler and selling it to the _____.</p> <ul style="list-style-type: none"> a. Customer b. Dealer c. Manufacturer 	
12.	<p>Under this method of retailing, retailer himself or his salesmen go to the residence or to the office of the customer to sell goods.</p> <ul style="list-style-type: none"> a. Direct Selling b. Automatic Vending c. Direct Marketing d. Buying Service selling 	
13.	<p>A Marketing System in which two or more unrelated companies put together resources and programs to exploit an emerging marketing opportunity is called as_____.</p> <ul style="list-style-type: none"> a. Horizontal marketing system b. Multi-channel marketing system c. Vertical Marketing system d. Direct Marketing system 	
14.	<p>Any paid form of non-personal presentation and promotion of ideas, goods or services by identified sponsors is known as _____.</p> <ul style="list-style-type: none"> a. Sales Promotion b. Advertisement c. Personal Selling d. Publicity 	
15.	<p>Anything that is capable of satisfying human need is called as _____.</p> <ul style="list-style-type: none"> a. Product b. Marketing c. Publicity d. Cost 	