

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

**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)

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- (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