



Seat No. : _____

NN-106

November-2025

BBA/BS (BBA), Sem.-III

DSC-C-232 : Introduction to Marketing Management

Time : 2:00 Hours]

[Max. Marks : 50

1. (A) Define : Marketing Management and its Scope. **5**
(B) Define : Marketing Mix (4P). **5**
OR
1. (A) Define : Difference between Marketing and Selling. **5**
(B) Define : Process of Marketing. **5**
2. (A) Define : Segmentation and its Demographic Bases. **5**
(B) Short Note on "Targeting". **5**
OR
2. (A) Define : 5 Stage Buyers' Decision-Making Process. **5**
(B) Define : Factors affecting Consumer (Buyer) Behaviour. **5**
3. (A) Define : Product Life Cycle : Concept and different Stages. **5**
(B) Define : Levels of Products. **5**
OR
3. (A) Define : New Product Development Process. **5**
(B) Define : Factors Influencing Pricing. **5**
4. (A) Define : Difference between Advertising and Publicity. **5**
(B) Define : Channel levels with examples. **5**
OR
4. (A) Define : Difference between Advertising and Personal Selling. **5**
(B) Define : Elements of Promotion. **5**
5. Attempt any **Ten** out of Twelve. **10**
 - (1) Marketing Management mainly deals with :
 - (A) Selling the product
 - (B) Managing production activities
 - (C) Identifying and satisfying customer needs profitably
 - (D) Hiring marketing staff

- (2) Which of the following is not a part of the Marketing Mix (4Ps) ?
 (A) Product (B) Price
 (C) Process (D) Promotion
- (3) The main difference between marketing and selling is :
 (A) Marketing focuses on profit maximization, selling focuses on customer satisfaction
 (B) Selling is product-oriented, marketing is customer-oriented
 (C) Selling includes all marketing activities
 (D) Marketing focuses only on advertising
- (4) Dividing a market into distinct groups of buyers with similar needs or characteristics is called :
 (A) Targeting (B) Positioning
 (C) Segmentation (D) Branding
- (5) The process of evaluating and selecting one or more market segments to enter is called :
 (A) Positioning (B) Segmentation
 (C) Targeting (D) Marketing Mix
- (6) Which of the following is not a factor affecting consumer behaviour ?
 (A) Cultural (B) Social
 (C) Technical (D) Psychological
- (7) In the five-stage buyer decision process, the first stage is :
 (A) Evaluation of alternatives (B) Purchase decision
 (C) Information search (D) Problem recognition
- (8) The method of pricing in which a firm adds a fixed percentage of profit to the cost of a product is called :
 (A) Target return pricing (B) Mark-up pricing
 (C) Penetration pricing (D) Value pricing
- (9) When a firm sets a high initial price and gradually lowers it over time, it is called :
 (A) Skimming pricing (B) Penetration pricing
 (C) Value-based pricing (D) Competitive pricing
- (10) The main objective of penetration pricing is to :
 (A) Recover cost quickly
 (B) Attract mass customers and gain market share
 (C) Charge premium prices
 (D) Target niche markets
- (11) Which of the following is not a sales promotion tool ?
 (A) Coupons (B) Contests
 (C) Free samples (D) Public relations
- (12) A channel of distribution that moves goods directly from producer to consumer is known as :
 (A) One-level channel (B) Two-level channel
 (C) Zero-level channel (D) Multi-level channel