



Seat No. : _____

MM-204

May-2025

BBA, Sem.-IV

CC-209 : Marketing Management

Time : 2:30 Hour]

[Max. Marks : 70

1. (A) (1) What is product ? Discuss product levels with suitable examples. 7
(2) Discuss product life cycle along with its diagram with suitable examples. 7

OR

1. (B) (1) What is product mix ? Discuss various causes of product mix with suitable examples. 7
(2) Explain new product development process with suitable examples in detail. 7

2. (A) (1) What is Pricing ? Explain methods of pricing with suitable examples. 7
(2) Explain Branding decisions with its suitable examples in detail. 7

OR

2. (B) (1) What is Branding ? Discuss its advantages in brief. 7
(2) What is Pricing ? Discuss external factors affecting pricing with suitable examples. 7

3. (A) (1) Define the functions of distribution channels with suitable examples. 7
(2) What is retailing ? Discuss store based retailing with suitable examples. 7

OR

3. (B) (1) Explain wholesaling with its types in detail. 7
(2) What is distribution channel ? Discuss its levels with suitable examples in brief. 7

4. (A) (1) What is advertising ? Discuss its objectives with suitable examples. 7
(2) Discuss public relations with its tools with suitable examples. 7

OR

4. (B) (1) Discuss 5Ms of developing effective advertising programs with suitable examples. 7
(2) Explain – “Sales promotion through customers.” 7

5. MCQs : (Any Seven)

- (1) _____ media can give 24 hour exposure to the public eye.
 - (a) Television
 - (b) Print
 - (c) Internet
- (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) In marketing mix which scope of product supports the elements ?
 - (a) Guarantee
 - (b) Warrantee
 - (c) Quality
 - (d) All of these
- (4) What is the practice of setting initial relatively low price when introducing a new product to the marketplace called ?
 - (a) Predatory pricing
 - (b) Skimming pricing
 - (c) Penetration pricing
- (5) Which of the following has a major influence on pricing decisions ?
 - (a) Customer demand
 - (b) Actions of competitors
 - (c) Costs
- (6) The stage of the PLC characterized by overcapacity, greater competition, and the eventual elimination of weaker competitors is called the :
 - (a) Decline stage
 - (b) Introduction stage
 - (c) Maturity stage
- (7) 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 :
 - (a) Distribution
 - (b) Vendor
 - (c) Communication
- (8) The independently owned businesses or units that take title to the merchandise they handle are known as
 - (a) Merchant wholesalers
 - (b) Full-service wholesalers
 - (c) Limited service wholesalers
 - (d) Brokers and agents
- (9) The motive to which an ad is directed, designed to stir a person toward goal the advertiser has set is known as
 - (a) appeal
 - (b) need
 - (c) demand
 - (d) desire
- (10) _____ is the set of all items and products a particular seller offers for sale.
 - (a) Product system
 - (b) Product mix
 - (c) Product line
 - (d) None of the above
- (11) In retailing there is a direct interaction with _____.
 - (a) Producer
 - (b) Customer
 - (c) Wholesaler
 - (d) All of these
- (12) _____ is the next step after recruiting the retail personnel.
 - (a) Supervision
 - (b) Compensation
 - (c) Training
 - (d) Selection