

Roll No.-----

Paper Code		
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(To be filled in the OMR Sheet)		

प्रश्नपुस्तिका क्रमांक
Question Booklet No.

O.M.R. Serial No.

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प्रश्नपुस्तिका सीरीज
Question Booklet Series
D

BBA (Third Semester) Examination, February/March-2022

BBA-304(N)

Marketing Management

(for Regular, Ex & B.P. Students)

Time : 1:30 Hours

Maximum Marks-100

जब तक कहा न जाय, इस प्रश्नपुस्तिका को न खोलें

निर्देश : — 1. परीक्षार्थी अपने अनुक्रमांक, विषय एवं प्रश्नपुस्तिका की सीरीज का विवरण यथास्थान सही— सही भरें, अन्यथा मूल्यांकन में किसी भी प्रकार की विसंगति की दशा में उसकी जिम्मेदारी स्वयं परीक्षार्थी की होगी।
2. इस प्रश्नपुस्तिका में 100 प्रश्न हैं, जिनमें से केवल 75 प्रश्नों के उत्तर परीक्षार्थियों द्वारा दिये जाने हैं। प्रत्येक प्रश्न के चार वैकल्पिक उत्तर प्रश्न के नीचे दिये गये हैं। इन चारों में से केवल एक ही उत्तर सही है। जिस उत्तर को आप सही या सबसे उचित समझते हैं, अपने उत्तर पत्रक (O.M.R. ANSWER SHEET) में उसके अक्षर वाले वृत्त को काले या नीले बाल प्वाइंट पेन से पूरा भर दें। यदि किसी परीक्षार्थी द्वारा निर्धारित प्रश्नों से अधिक प्रश्नों के उत्तर दिये जाते हैं तो उसके द्वारा हल किये गये प्रथमतः यथा निर्दिष्ट प्रश्नोत्तरों का ही मूल्यांकन किया जायेगा।

3. प्रत्येक प्रश्न के अंक समान हैं। आप के जितने उत्तर सही होंगे, उन्हीं के अनुसार अंक प्रदान किये जायेंगे।
4. सभी उत्तर केवल ओ०एम०आर० उत्तर पत्रक (O.M.R. ANSWER SHEET) पर ही दिये जाने हैं। उत्तर पत्रक में निर्धारित स्थान के अलावा अन्यत्र कहीं पर दिया गया उत्तर मान्य नहीं होगा।
5. ओ०एम०आर० उत्तर पत्रक (O.M.R. ANSWER SHEET) पर कुछ भी लिखने से पूर्व उसमें दिये गये सभी अनुदेशों को सावधानीपूर्वक पढ़ लिया जाय।
6. परीक्षा समाप्ति के उपरान्त परीक्षार्थी कक्ष निरीक्षक को अपनी प्रश्नपुस्तिका बुकलेट एवं ओ०एम०आर० शीट पृथक—पृथक उपलब्ध कराने के बाद ही परीक्षा कक्ष से प्रस्थान करें।
7. निगेटिव मार्किंग नहीं है।

महत्वपूर्ण : — प्रश्नपुस्तिका खोलने पर प्रथमतः जाँच कर देख लें कि प्रश्नपुस्तिका के सभी पृष्ठ भलीभाँति छपे हुए हैं। यदि प्रश्नपुस्तिका में कोई कमी हो, तो कक्ष निरीक्षक को दिखाकर उसी सीरीज की दूसरी प्रश्नपुस्तिका प्राप्त कर लें।

1. Vertical marketing channels includes
 - (A) Administered
 - (B) Contractual
 - (C) Corporate
 - (D) All the above
2. In conventional or Traditional distribution markets have.
 - (A) 2 Levels
 - (B) 3 Levels
 - (C) 4 Levels
 - (D) 5 Levels
3. Direct marketing is also called.
 - (A) Direct order marketing
 - (B) Interactive marketing
 - (C) Direct relationship marketing
 - (D) All the above
4. DAGMAR approach is used for
 - (A) Direct marketing
 - (B) Advertisement
 - (C) Effectiveness of sales promotion
 - (D) Image building by publicity
5. External factor's that influence pricing.
 - (A) Demand and Economy
 - (B) Consumer Behaviour and Government Policies
 - (C) Competitions
 - (D) All the above

6. Product mix includes
 - (A) Product line of Depth
 - (B) Product length of width
 - (C) Product consistency
 - (D) All the above
7. Media chosen for Advertisement must fulfill these criteria.
 - (A) Reach
 - (B) Location
 - (C) Impact and frequency
 - (D) All the above
8. Publicity differ from Advertisement in which aspect.
 - (A) Non paid form of presentation
 - (B) Impersonal Communication
 - (C) Targeting a specific group of customer
 - (D) Identified sponsor
9. 5 Ms of advertising does not include which M.
 - (A) Mission
 - (B) Myopia
 - (C) Media
 - (D) Measurement
10. Advertisement helps society by
 - (A) Up lifting living standard
 - (B) Generating employment
 - (C) Create new expectation for the customers
 - (D) All the above

11. Sales promotion activities includes.
- (A) Attracting customer by incentives
 - (B) Stimulate purchasing and dealer effectiveness
 - (C) Highlighting product a service attributes
 - (D) All the above
12. Differential Price Policies are difference between price gusted and price charge due to.
- (A) Discount
 - (B) Rebate
 - (C) Premium
 - (D) All the above.
13. Going rate Pricing method is adopted in.
- (A) Test Based
 - (B) Demand Based
 - (C) Competition Based
 - (D) All the above
14. Marketing manager regulate product demand through.
- (A) Price
 - (B) Promotion
 - (C) Place
 - (D) All the above
15. Brand Equity includes.
- (A) Customer loyalty and Awareness
 - (B) Brand Association
 - (C) Received quality and proprietary Assets
 - (D) All the above

16. Once a Product takes its birth it need an identify that is Brand and recognizing it as a Brand is called.
- (A) Positioning
 - (B) Branding
 - (C) Identify with distinction
 - (D) None of the above
17. Product development has two broad aspects namely.
- (A) Production and marketing Dev
 - (B) Marketing and finance Dev
 - (C) Technical and market Dev
 - (D) All the above
18. New product development process begins with.
- (A) Idea screening
 - (B) Idea generation
 - (C) Business analysis
 - (D) Test marketing
19. Skimming or penetration are the two way in the
- (A) Introducing stage
 - (B) Growth stage
 - (C) Maturity stage
 - (D) None of the above.
20. Recognise the distinct stages in the sale history of a product is called
- (A) P L C
 - (B) T L C
 - (C) D L C
 - (D) M R P

21. Convenience goods saves
- (A) Time
 - (B) Energy
 - (C) Satisfactory Price
 - (D) All the above
22. Buying roles are categorized in marketing In society. People play_____ in Buying.
- (A) 4 roles
 - (B) 5 roles
 - (C) 8 roles
 - (D) 2 roles
23. Reference groups are studies by marketers to understands.
- (A) Cultural factors
 - (B) Social factors
 - (C) Opinion leaders
 - (D) Psychological factors
24. Re marketing means
- (A) Stopping products promotion
 - (B) Finding Alternative use of existing products
 - (C) Promoting less and efficient use of products
 - (D) None of the above
25. Marketing functions includes
- (A) 4 Ps
 - (B) Marketing Research
 - (C) Product Planning and development
 - (D) All the above

26. A utility in a product is created by.
- (A) Form and Time
 - (B) Form and place and information
 - (C) Form and possession
 - (D) All the above.
27. Green marketing is considered as.
- (A) Marketing concept
 - (B) Social responsibility
 - (C) Relationship marketing
 - (D) None of the above.
28. Creating a good Image about Marketers altering is called _____ in markets.
- (A) Positioning
 - (B) Building Trust
 - (C) Public relationship
 - (D) None of the above
29. A. H. Maslow categorised Human needs into
- (A) Three Types
 - (B) Four Types
 - (C) Five Types
 - (D) SixTypes
30. Psychological factors considered by marketers in studying consumer Behaviour are.
- (A) Perception and motivation
 - (B) Belief and attitude
 - (C) Learning and values
 - (D) All the above

31. Consumer's Behaviour studied by markets based on their.
- (A) Social and cultural factors
 - (B) Demographic and psychological factors
 - (C) Both the above A & B
 - (D) Economic and political factors
32. Benefit segmentation is done by choosing.
- (A) Users rate
 - (B) Users occasion
 - (C) Loyalty status
 - (D) All the above
33. Criteria for choosing a market segment for a product meets
- (A) It should be attainable
 - (B) It should be measurable
 - (C) It should be sustainable
 - (D) All the above
34. Market for a product means.
- (A) Network of Institutions dealing in a product
 - (B) Demand for the product
 - (C) Functions served by a product
 - (D) All of above
35. Life style and Personality factors are necessary for finding.
- (A) Homogeneous customer group
 - (B) Concentrated marketing
 - (C) Targeting Rival firms
 - (D) Searching market Potential

36. Searching Homogeneous customer groups among heterogeneous are termed as
- (A) Targeted marketing
 - (B) Market segmentation
 - (C) Strategic marketing
 - (D) Market alignment
37. Which one is not considered as objective of marketing.
- (A) Customer's satisfaction
 - (B) Functional integration
 - (C) Long term profitability
 - (D) Mutual exchange
38. Concept of marketing myopia was given by.
- (A) H. Koonj
 - (B) T. Levitt
 - (C) M. E Porter
 - (D) K. Ohmal
39. After Generic, Expected, Augmented Products which product will come in future category.
- (A) Innovative
 - (B) Potential
 - (C) Duplicative
 - (D) Imitative
40. Umbrella is which type of goods
- (A) Convenience goods
 - (B) Out sought goods
 - (C) Shopping goods
 - (D) Speciality goods

41. Place in marketing mix signifies
- (A) Positioning in customer's mind
 - (B) Distribution of marketing offerings
 - (C) Searching the opportunities for exchange
 - (D) None of the above
42. Social marketing means
- (A) Providing goods and services essentially required for survival
 - (B) It aims according to social class
 - (C) Acceptability of social idea
 - (D) Controlled Pricing
43. In developed countries marketing helps in
- (A) Financial services
 - (B) Communication services
 - (C) Insurance services
 - (D) All the above
44. First role of marketing is
- (A) Promotion
 - (B) Creation of utilities
 - (C) Stimulate demand
 - (D) Discover entrepreneurial talent
45. Marketing effects makes
- (A) Selling price for scarce consumable goods
 - (B) Distribution
 - (C) Promotion to create awareness
 - (D) All the above

46. Marketing helps in Economic development by
- (A) Providing Employment
 - (B) Introducing new Products
 - (C) Mobilising resources into utilities
 - (D) All the above
47. Willing ness backed with ability to Purchase is
- (A) Desire
 - (B) Want
 - (C) Need
 - (D) Demand
48. Concept of marketing mix was propagated by
- (A) Pets Druker
 - (B) Philip Kotler
 - (C) J.F. Mc Carthy
 - (D) M.E. Porter
49. Needs are Converted into wants by
- (A) Production Strategy
 - (B) Financial Power
 - (C) Situational necessities
 - (D) Marketing strategy
50. Human needs are of
- (A) Physiological
 - (B) Social
 - (C) Psychological
 - (D) All the above
51. Personality is some total of a individual.
- (A) Trusts and motives
 - (B) Beliefs and attitude
 - (C) Both the above
 - (D) None of the above

52. Flow of goods from manufactures to consumer is facilitated by
- (A) Supply chain management
 - (B) Logistics
 - (C) Distribution
 - (D) Marketing
53. A sub culture is- Distinct group of people groups on the basis of
- (A) Nationality
 - (B) Geographic region
 - (C) Race
 - (D) All the above
54. Psychographics is a technique of measuring.
- (A) Life style
 - (B) Attitude
 - (C) Opinion and interest
 - (D) All the above
55. An attitudes study is necessary for a markets to know.
- (A) Tendencies towards an idea
 - (B) Measurable characteristics of consumer
 - (C) Both the above
 - (D) None of the above

56. Purchasing a medicine, a consumer exhibit which types of purchasing behaviour.
- (A) Problem solving
 - (B) Dissonance reducing
 - (C) Variety Seeking
 - (D) Routine
57. Branding helps in selecting a product are to.
- (A) Removing dissonance
 - (B) Strong conviction for a product
 - (C) Strong preference
 - (D) All the above
58. In Habitual or routine purchase a customer take.
- (A) Less time
 - (B) Have past experience
 - (C) Familiar with criteria for selection
 - (D) All the above
59. Advertisement gives benefit to market's by
- (A) Boosting the sales
 - (B) Changing the customer perception
 - (C) Reducing the dissonance
 - (D) All the above
60. Advertisement effectiveness is measured on which criteria.
- (A) Receptiveness
 - (B) Comprehension
 - (C) Response
 - (D) All the above

61. “Perfectly” a Hard Boiled confectionery company belongs to which country.
- (A) Italy
 - (B) England
 - (C) USA
 - (D) South Korea
62. Legal environment is very necessary for marketing of goods because it regulate.
- (A) Sovereignty of a nation
 - (B) Rules regarding patent, copy right,
 - (C) Tax structure
 - (D) All the above
63. Demographical factors means
- (A) Sex age education level
 - (B) Occupation and income
 - (C) Population density
 - (D) All the above
64. Study of culture in marketing is very necessary because.
- (A) It shape consumption pattern
 - (B) It shape consumer’s behaviour
 - (C) It help markets to shape promotional message
 - (D) All the above
65. Celebrities are endorsed in advertisement due to.
- (A) They are perceived as opinion leaders
 - (B) They possesses good Image
 - (C) People want to associate with them as per law of association
 - (D) All the above

66. A urge that compels a person to seen satisfaction is called.
- (A) Demand
 - (B) Motive
 - (C) Desire
 - (D) Passion
67. Selecting organizing and interpreting the information to give its meaning is called.
- (A) Motivation
 - (B) Perception
 - (C) Belief
 - (D) All the above
68. For accessing the potential in market markle must study.
- (A) Market size and growth rate
 - (B) Product acceptability
 - (C) Customer perception
 - (D) All the above
69. Economic factors that are consider before introducing marketing offer's.
- (A) G D P and per capita income
 - (B) Interest rate of inflation
 - (C) Availability of credit
 - (D) All the above
70. The loyalty status for a particular product can be
- (A) Hard core or splitting loyal
 - (B) Shifting loyal
 - (C) Smutching loyal
 - (D) All the above

71. Selecting the market segment that likely to respond positively for marketing offers is called.
- (A) Market Segmentation
 - (B) Market Targeting
 - (C) Market aggregation
 - (D) All the above
72. In new product planning Business analysis means.
- (A) Total investment required
 - (B) Expected sale
 - (C) Competitive position
 - (D) All the above
73. A Customer Perceive the Product quality due to.
- (A) Marketer's Promise
 - (B) Past Experience
 - (C) Reference group advice
 - (D) All the above
74. The word BRAND Comes from which country.
- (A) France
 - (B) Greece
 - (C) Norway
 - (D) Canada
75. Major Types of Brand available to get response from Customers is.
- (A) Manufacture's Brand
 - (B) Private Brand
 - (C) Generic Brand
 - (D) All the above

76. A Famous shoe company BATA since its inception adopted.
- (A) Psychological pricing
 - (B) Transfer pricing
 - (C) Seated Bid Pricing
 - (D) Going rate Pricing
77. Demand of the product fluctuate according to change in Price is called.
- (A) Price sensitivity
 - (B) Value pricing
 - (C) Differential pricing
 - (D) None of the above
78. Advertising message must be.
- (A) Clear and distinct
 - (B) Meaningful
 - (C) Specific
 - (D) All the above
79. For selling Advertisement Budget which method is used by marketers.
- (A) Percentage of sale
 - (B) Objective and Tash
 - (C) Affordability
 - (D) All the above
80. Selling High initial price for a new product is called
- (A) Skimming pricing
 - (B) Penetration pricing
 - (C) Predatory pricing
 - (D) None of them

81. Packaging helps the customer by.
- (A) Convenience
 - (B) Re use
 - (C) Safety
 - (D) All the above
82. Brand rejuvenation means.
- (A) Repositioning
 - (B) Revitalizing an ailing Brand
 - (C) Increase the new usage
 - (D) All the above
83. A Brand conveys.
- (A) Attributes
 - (B) Benefit
 - (C) Value
 - (D) All the above
84. U S P is developed by
- (A) Peter F. Druker
 - (B) Rooser Reeves
 - (C) M.E. porter
 - (D) A.H. Luxembarg
85. U S P for each brand is developed for .
- (A) Positioning special attribute of product
 - (B) Choosing selective market
 - (C) Development good distribution network
 - (D) None of the above

86. In maturity stage markets use which strategy.
- (A) Increase promotion
 - (B) Invest more in R & D
 - (C) Extension of Product line
 - (D) All the above.
87. A PLC shows how many stages.
- (A) 4 Stage
 - (B) 6 Stage
 - (C) 5 Stage
 - (D) None of them
88. Specialty products have which characteristics.
- (A) Sold through selected store
 - (B) Sold by single outlet
 - (C) Customer wait to acquire it
 - (D) All the above.
89. Market specialization means
- (A) Concentrating of different needs of a particular customer.
 - (B) Full market coverage
 - (C) Product specialization
 - (D) None of the above
90. Niche marketing means.
- (A) For small group of customers
 - (B) Business to Business
 - (C) Local marketing
 - (D) None of the above

91. A group of customer interested in Buying a product constitute.
- (A) Target market
 - (B) Potential market
 - (C) Penetrated market
 - (D) None of the above
92. Marketing start with.
- (A) Knowing customer requirement
 - (B) Designing four Ps
 - (C) Market opportunities
 - (D) Idea generation
93. Product design shows
- (A) Easy to use
 - (B) Aesthetic appeal
 - (C) Both
 - (D) None of the above
94. Social factors used in understanding consumer behaviour for marketing goods are.
- (A) Family and roles
 - (B) Social class
 - (C) Opinion leaders and Reference groups
 - (D) All the above
95. Marketing research helps in
- (A) Branding
 - (B) Labelling and Packaging
 - (C) Decision making for marketing
 - (D) Branding

96. A Brand name facilities
- (A) Choice
 - (B) Protect by earning good will
 - (C) Easy recall value
 - (D) All the above.
97. Components of physical distribution includes.
- (A) Order processing and Transportation
 - (B) Material handling and inventory must
 - (C) Both A & B
 - (D) None of the above.
98. Physical distribution is Concerned with providing.
- (A) Right product at right place and cost
 - (B) Right product at right time
 - (C) Right product at right quantity
 - (D) All the above.
99. Physical distribution concerns the handing and movement of goods and it start from.
- (A) Suppliers
 - (B) Manufactures
 - (C) Marketing intermediaries
 - (D) Retailers
100. Which among is the function performed by middlemen in distribution.
- (A) Transportation
 - (B) Risk bearing
 - (C) Providing market information
 - (D) All the above

Rough Work / रफ कार्य

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