

Roll No.-----

<b>Paper Code</b>		
<b>4</b>	<b>7</b>	<b>8</b>
(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

**A**

**B.Com. (Honors) (Third Semester)**  
**Examination, February/March-2022**  
**BCHO-304**  
**Marketing Management**  
(for Regular, B.P. & Ex 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 भरे, 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।

## **Rough Work / रफ कार्य**

1. Who suggested product, pricing, place, promotion all these in a company represents “Market Mix”?  
(A) Neilsen  
(B) Philip Kotler  
(C) Neil Borden  
(D) Stephen Morse
2. \_\_\_\_\_ set(s) the floor for the price that the company can charge for its product.  
Supply Demand costs Non-profit factors.  
(A) Costs  
(B) Supply  
(C) Demand  
(D) Non-profit factors
3. “Many people want BMW, only few are able to buy.” this is an example of:  
(A) Need  
(B) Want  
(C) Status  
(D) Demand
4. When a company strives to appeal to multiple well defined market segments with a strategy tailored to each segment, it is applying:  
(A) Undifferentiated marketing  
(B) Differentiated marketing  
(C) Concentrated marketing  
(D) The majority fallacy

5. Marketing mix for products consists of:
- (A) 7 Ps
  - (B) 4 Ps
  - (C) 8 Ps
  - (D) 5 Ps
6. Which of the following is the correct depiction of Digital Marketing?
- (A) E-mail Marketing
  - (B) Social Media Marketing
  - (C) Web Marketing
  - (D) All of the above
7. When Pepsi came out with Pepsi Blue and priced it at half price to attract buyers they were using, Pepsi was using \_\_\_\_\_.
- (A) Market skimming pricing
  - (B) Market penetration pricing
  - (C) New product pricing
  - (D) Discount pricing
8. Goals or objectives convert the organization \_\_\_\_\_ into tangible action.
- (A) Mission
  - (B) Vision
  - (C) Aim
  - (D) Commitment
9. This P is not a part of the 7Ps of marketing mix?
- (A) Promotion
  - (B) Price
  - (C) Purpose
  - (D) People

10. \_\_\_\_\_ is the father of Modern Marketing.
- (A) Philip Kotler
  - (B) Abraham Maslow
  - (C) Lester Wunderman
  - (D) Peter Drucker
11. Companies facing the challenge of setting prices for the first time can choose between two broad strategies: market penetration pricing and:
- (A) Market level pricing
  - (B) Market competitive pricing
  - (C) Market price lining
  - (D) Market skimming pricing
12. .... is the act of obtaining a desired object from someone by offering something in return.
- (A) Exchange
  - (B) Marketing Myopia
  - (C) Selling
  - (D) Delivery
13. A firm is abusing segmentation when it:
- (A) Becomes too efficient
  - (B) Is consumer oriented
  - (C) Is generating too much profit
  - (D) Becomes short run oriented rather than long run oriented

14. \_\_\_\_\_ are the key elements of promotion mix.
- (A) Advertising and Sales Promotion
  - (B) Publicity and Public Relations
  - (C) Direct Marketing and Personal Selling
  - (D) All of the above
15. Which one is not part of strategic marketing perspective?
- (A) Product producing or service delivery enterprise
  - (B) The types of customer it wishes to serve
  - (C) The particular needs that it wishes to satisfy
  - (D) Technology by which organization will satisfy customer needs
16. \_\_\_\_\_ doesn't fall under the category of digital marketing.
- (A) T V
  - (B) Billboard
  - (C) Radio
  - (D) All of the above
17. It serves as the most common source of leads generation for any company:
- (A) Green pages
  - (B) White pages
  - (C) Yellow pages
  - (D) Blue pages
18. Marketing is a process which aims at \_\_\_\_\_.
- (A) The satisfaction of customer needs
  - (B) Production
  - (C) Profit making
  - (D) Selling products

19. In the maturity phase of the PLC, a marketing manager should consider:
- (A) Dropping the product and moving on to the next product winner
  - (B) Modifying the market, product, and marketing mix. expanding
  - (C) R & D
  - (D) Pricing to penetrate the market
20. It's a combination of quality, service & price:
- (A) Marketing Triad
  - (B) Customer Satisfaction Triad
  - (C) Customer Value Triad
  - (D) Service Quality Triad
21. Which of the following is not a criterion for successful market segmentation?
- (A) Each segment must be located within a geographical area
  - (B) There must be difference among consumers
  - (C) There must be consumer similarities within each segment identified
  - (D) A segment must be large enough to cover costs
22. \_\_\_\_\_ is not a part of marketing mix.
- (A) Product
  - (B) Place
  - (C) Price
  - (D) Purpose

23. Which of the following is incorrect about digital marketing?
- (A) Digital marketing can only be done offline
  - (B) Digital marketing requires electronic devices for promoting goods and services.
  - (C) In general, digital marketing can be understood as online marketing, web marketing and e-mail marketing
  - (D) Digital marketing cannot be done offline
24. Goals or objectives divide into \_\_\_\_\_ major categories?
- (A) 2
  - (B) 3
  - (C) 4
  - (D) 5
25. Marketing of product and service in which the offer itself is not intended to make any monetary profit is called:
- (A) Non-profit marketing
  - (B) Profit marketing
  - (C) Virtual marketing
  - (D) Digital marketing
26. In the history of marketing, when did the production period end?
- (A) In the late 1800s
  - (B) In the early 1900s
  - (C) After the end of the Second World War
  - (D) In the 1920s



27. The stage of the PLC characterized by overcapacity, greater competition and the eventual elimination of weaker competitors is called the:
- (A) Decline stage
  - (B) Maturity stage
  - (C) Introduction stage
  - (D) Growth stage
28. It's a combination of quality, service & price:
- (A) Marketing Triad
  - (B) Customer Satisfaction Triad
  - (C) Customer Value Triad
  - (D) Service Quality Triad
29. During which step of the marketing segmentation, targeting and positioning process does the firm develop a marketing mix for each segment?
- (A) Market segmentation
  - (B) Market positioning
  - (C) The firm does not go through the development during any of the above steps
  - (D) Market targeting
30. Which of the following marketing mix activity is most closely associated with newsletters, catalogues and invitations to organization sponsored events?
- (A) Promotion
  - (B) Pricing
  - (C) Distribution
  - (D) Product

31. How many types of pillars do we have in digital marketing?
- (A) 1
  - (B) 2
  - (C) 3
  - (D) 4
32. Financial goals focus on \_\_\_\_\_.
- (A) Manufacture and services capacity
  - (B) Market share and market productivity
  - (C) Return on investment and return on sales
  - (D) All of them
33. USP is defined as:
- (A) Unique selling proposition
  - (B) Unique Selling Price
  - (C) Unique sales preposition
  - (D) Unique strategy promotion
34. The best Definition of Marketing given by Philip Kotler is \_\_\_\_\_.
- (A) Marketing is the process by which companies create value for customers & build strong customer relationships in order to capture value from customers in return.
  - (B) Marketing is a societal process by which individuals & groups obtain what they need & want through creating offering & freely exchanging products & services of value with others.
  - (C) Marketing is the activity, set of institution & processes for creating, communicating, delivering & exchanging offerings that have value for customers, clients, partners & society at large.
  - (D) None of the above

35. Distinctive competency describes an organization's \_\_\_\_\_.  
(A) Weakness  
(B) Opportunities  
(C) Strengths  
(D) Threats
36. The process of setting a low initial price for attracting a large number of buyers quickly to cover a large market share is known as:  
(A) Going rate pricing  
(B) Value based pricing  
(C) Market penetration pricing  
(D) Skimming pricing
37. Marketing is the activity, set of \_\_\_\_\_ & processes for creating, communicating, delivering & exchanging offerings that have value for customers, clients, partners & society.  
(A) Organization  
(B) Institutions  
(C) Companies  
(D) Enterprises
38. Which of the product is in the decline stage of PLC?  
(A) HD TVs  
(B) Tata Salt  
(C) iPhone  
(D) Music CDs

39. .... model is highly firm centric, where the firm believes that the competitive edge lies in its ability to innovate.
- (A) Conventional
  - (B) Contemporary
  - (C) Competitive
  - (D) None of the above
40. In terms of goods and services, the function of marketing is to \_\_\_\_\_ demand.
- (A) Plan
  - (B) Price
  - (C) Create
  - (D) Promote
41. Which of the following is involved in the digital marketing process?
- (A) RSA
  - (B) Voice Broadcasting
  - (C) Podcasting
  - (D) All of the above
42. What is the last step of strategic marketing management?
- (A) Developing reformulation and recovery strategies
  - (B) Formulating product marketing strategies
  - (C) Defining organization's mission and goals
  - (D) Budgeting marketing and production resource

43. A reduction in price on purchase during a stated period of time is known as:
- (A) Sale
  - (B) Discount
  - (C) Allowance
  - (D) None of these
44. The key term in the American Marketing Association's definition of marketing is:
- (A) Activity
  - (B) Sales
  - (C) Value
  - (D) Products
45. Which of the following is not a type of decision usually made during the product development stage?
- (A) Product positioning
  - (B) Packaging
  - (C) Product screening
  - (D) Branding
46. .... Involves purchase from various sources & assembled at one place – involves creation & maintenance of the stock of goods purchased & ..... Involves transfer of ownership of the goods.
- (A) Selling & Buying
  - (B) Assembling & Selling
  - (C) Buying & Assembling
  - (D) Assembling & Buying

47. A products position is located in the minds of \_\_\_\_\_.
- (A) Advertiser
  - (B) Salesman
  - (C) Consumer
  - (D) All of these
48. What is considered while creating a front page of the website or homepage?
- (A) References of other websites
  - (B) A brief elaboration about the company
  - (C) Logos portraying the number of awards won by the web designer
  - (D) None of the above
49. Which factor should not consider for adopting market penetration?
- (A) Market growth
  - (B) Promotional activities
  - (C) Increase market share
  - (D) Competitive reaction
50. Which among these is concerned with pricing policies for late entrants to a market.
- (A) Marketing research
  - (B) Market skimming
  - (C) Market penetration
  - (D) Marketing skills

51. The most formal and best definition of marketing is \_\_\_\_\_.
- (A) Improving the quality of life for consumers by selling them products and services
  - (B) Marketing is all about Meeting needs profitability i.e. identifying & fulfilling consumer needs
  - (C) Marketing is an organizational function includes the 4Ps i.e product, place, price and promotion
  - (D) An organizational function and a set of process of creating, communicating and delivering, value to customers and that benefit the organization.
52. All of the following are different ways a firm can obtain new products, except which one?
- (A) A firm can obtain a new product by using the R&D department of other firms in the same industry
  - (B) By acquiring a whole new company
  - (C) A firm can obtain a new product through patents
  - (D) A firm can obtain a new product by licensing someone else's new product
53. .... are the form of human needs take as shaped by culture & individual personality.
- (A) Wants
  - (B) Demands
  - (C) Social Needs
  - (D) Needs

54. What is the name of the process in which marketing is achieved by incorporating tools, techniques, electronic devices, technologies, or systems?
- (A) Internet Marketing
  - (B) Electronic Marketing
  - (C) Direct Marketing
  - (D) Interactive Marketing
55. Cannibalism is related with \_\_\_\_\_.
- (A) Product development
  - (B) Promotional activities
  - (C) Product life cycle
  - (D) Product extension
56. Which among these is not the nature and characteristic of a service?
- (A) Intangibility
  - (B) Variability
  - (C) Perishability
  - (D) Durability
57. Marketing is \_\_\_\_\_, there is a constant tension between the formulated side of marketing and the management side.
- (A) An art
  - (B) A Science
  - (C) Both an “art” and a “science”
  - (D) Selling



58. Original products, product improvements, product modifications, and new brands that a firm develops through its own research and development efforts are called:
- (A) New products
  - (B) Concept products
  - (C) Altered products
  - (D) Supplemental products
59. This of the following is not a type of Marketing Concept:
- (A) The production concept
  - (B) The selling concept
  - (C) The Supplier Concept
  - (D) The societal marketing concept
60. Narrowly focused markets that are defined by some special interest are termed as \_\_\_\_\_.
- (A) Target markets
  - (B) Mass markets
  - (C) Undifferentiated markets
  - (D) Niche markets
61. Which of the following is not specifically required by the search engines?
- (A) Poor user experience
  - (B) Keyword stuffing
  - (C) Buying links
  - (D) All of the above

62. Master budget consist of \_\_\_\_\_.
- (A) Operating and financial budget
  - (B) Operating and marketing budget
  - (C) Marketing and financial budget
  - (D) None of them
63. Today, marketing must be understood in a new sense that can be characterized as \_\_\_\_\_.
- (A) Get there first with the most
  - (B) Management of youth demand
  - (C) Satisfying customer needs
  - (D) Telling and selling
64. To create successful new products, a company must understand consumers, markets & competitors and:
- (A) Develop products that deliver superior value to consumers
  - (B) Develop a great advertising campaign. have a
  - (C) Strong Web site to push the product. adopt a push
  - (D) Rather than pull promotional concept
65. “Get out production, cut the price” Philosophy by Henry Ford is an example of \_\_\_\_\_.
- (A) Marketing Concept
  - (B) Production Concept
  - (C) Selling Concept
  - (D) Product Concept

66. The fundamental service benefit for which a customer is buying a product is \_\_\_\_\_.
- (A) Basic Benefit
  - (B) Intrinsic benefit
  - (C) Core benefit
  - (D) Ultimate benefit
67. Which of the following factors are responsible for leaving an impact on the Google PageRank?
- (A) The text depicting inbound links to a page of a website
  - (B) A total number of inbound links to a website's page
  - (C) The subject matter of the site providing the inbound link to a page of a website
  - (D) The number of outbound links on the page that contains the inbound link to a page of a website
68. What is the profit plan of the organization?
- (A) Operating budget
  - (B) Financial budget
  - (C) Marketing budget
  - (D) Production budget
69. "Marketing is the delivery of standard" This definition is of:
- (A) Philip Kotler
  - (B) William J. Stanton
  - (C) Paul Mazur
  - (D) Hansen

70. \_\_\_\_\_ is screening new product ideas in order to spot good ideas and Drop poor ones as soon as possible.
- (A) Idea generation
  - (B) Concept development and testing
  - (C) Brainstorming
  - (D) Idea screening
71. .... defined as all psychological, social and physical behaviour of potential customers as they become aware of, evaluate, purchase, consume and tell others about the product and services.
- (A) Customer Value
  - (B) Holistic Marketing
  - (C) Societal Marketing
  - (D) Consumer Behaviour
72. The product that exceeds customers 'expectations due to value addition is \_\_\_\_\_.
- (A) Augmented product
  - (B) Basic product
  - (C) Core product
  - (D) Expected product
73. Which of the following is the correct depiction of optimization strategy?
- (A) Orange Hat Techniques
  - (B) Shady Hat Techniques
  - (C) Grey Hat Techniques
  - (D) Blue Hat Technique

74. Market development in international arena takes one of the \_\_\_\_\_ forms.
- (A) 4
  - (B) 3
  - (C) 5
  - (D) 2
75. “Marketing comprises both buying and selling activities.” This definition is of:
- (A) Clark and Clark
  - (B) Pyle
  - (C) Hansen
  - (D) St. Thomas
76. A \_\_\_\_\_ is a detailed version of the idea stated in meaningful consumer terms.
- (A) Product idea
  - (B) Product concept
  - (C) Product image
  - (D) Product feature
77. Marketing management is \_\_\_\_\_ .
- (A) Developing marketing strategies to move the company forward
  - (B) Managing the marketing process
  - (C) The art and science of choosing target markets and getting, keeping and growing customers through creating delivering and communicating superior customer value.
  - (D) Monitoring the profitability of the company’s products and services

78. Product that surpasses all possible augmentations and transformation is called\_\_\_\_\_.
- (A) Potential product
  - (B) Basic product
  - (C) Expected product
  - (D) Augmented product
79. \_\_\_\_\_ is responsible for hamper the search rankings.
- (A) Connecting to your own website from any random website.
  - (B) Utilizing the same colors of texts as that of your background pages
  - (C) Integrating page templates into your page template
  - (D) None of the above
80. When an organization defines its business from market perspectives then this organization is viewed as a:
- (A) Market Share increasing endeavor
  - (B) Product producing enterprise
  - (C) Service producing enterprise
  - (D) Customer satisfying endeavor
81. “Marketing is the fundamental business philosophy.” Statement is given by:
- (A) Stanton
  - (B) Thomas
  - (C) Borch
  - (D) Brech

82. If a company wishes to test its positioning strategy, advertising, distribution, pricing, branding and packaging and budget levels, it can do so during which of the following stages of the new-product development process?
- (A) Commercialization
  - (B) Product development
  - (C) Test marketing
  - (D) Concept testing
83. The most formal definition of marketing is:
- (A) An organizational function and a set of process for creating, communicating and delivering, value to customers and that benefit the organization.
  - (B) Improving the quality of life for consumers
  - (C) Meeting needs profitability
  - (D) Marketing is an organizational function includes the 4Ps
84. Tangible goods that can be used many times are \_\_\_\_\_.
- (A) Non - durable
  - (B) Durable
  - (C) Services
  - (D) Basic goods
85. Which of the following is the correct name for Facebook's ranking algorithm?
- (A) Edge Rank
  - (B) Face Rank
  - (C) Like Rank
  - (D) Page Rank

86. Which one does not represent sources of environmental opportunity for organization?
- (A) Unmet or changing consumer needs
  - (B) Unsatisfied buyer's groups
  - (C) New technology for delivering value to the customers
  - (D) Distribution and inventory control
87. The advantage of marketing is to:
- (A) Consumers
  - (B) Businessmen
  - (C) Manufactures
  - (D) To all
88. Sterilization packaging systems have an impact on:
- (A) Instruments
  - (B) Healthcare acquired infection
  - (C) Healthcare costs
  - (D) All of the above
89. It up holds the importance of customer in the whole value creation process. The D.A.R.T highlights this aspect in a vivid manner:
- (A) Conventional Model
  - (B) Contemporary Model
  - (C) Both (A)& (B)
  - (D) None of the above



90. What usually directs a consumer behavior towards attaining his/her needs is a \_\_\_\_\_.
- (A) Stimuli
  - (B) Motive
  - (C) Need
  - (D) Desire
91. Micro blogging can be defined as \_\_\_\_\_.
- (A) Mobile related blogs
  - (B) Blogs posted by companies instead of an individual
  - (C) Blogs encompassing limited individual posts, which are typically limited by character count
  - (D) None of the above
92. Business does not include:
- (A) Selling products and services only
  - (B) Group of customers wishing to be served
  - (C) Particular needs of customers to be served
  - (D) Ways of satisfying customer needs
93. For business. Marketing is:
- (A) Necessary
  - (B) Unnecessary
  - (C) Compulsory
  - (D) Luxury

94. All of the following are accurate descriptions of reasons why new products fail, except which one?
- (A) The actual product was not designed as well as it should have been.
  - (B) The new product was priced too high
  - (C) The new product was advertised poorly
  - (D) Although the market size was correctly estimated, the product idea itself was not good.
95. Which of the following statements is the most correct statement?
- (A) “The delivery of Goods & Services from producers to their ultimate consumers or users includes many different activities. These different activities are known as marketing.”
  - (B) Marketing is to ensure that the product is easily & effectively moved from the point of production to the target market & ensures that the product can be easily accessed by customers.”
  - (C) Marketing is the activity, set of institutions & processes for creating, communicating, delivering & exchanging offerings that have value for customers, clients, partners & society.
  - (D) “Marketing is the last step in the chain of commerce where a buyer exchanges cash for a seller’s good or service, of the activity of trying to bring this about.
96. \_\_\_\_\_ is the process of evaluating each market segment’s attractiveness and selecting one or more segments to enter.
- (A) Mass marketing
  - (B) Market segmentation
  - (C) Market positioning
  - (D) Market targeting

97. Which one isn't the primary purpose of marketing?
- (A) Creating long term relationship between stakeholders
  - (B) Enhancing mutually beneficial exchange relationships
  - (C) Both (A) & (B)
  - (D) Profit maximization
98. Money spent on marketing is:
- (A) Wastage
  - (B) Unnecessary expenditure
  - (C) Burden on the customers
  - (D) Investment
99. Marketing expenditure is a burden:
- (A) On industry
  - (B) On consumers
  - (C) On businessmen
  - (D) None of them
100. Which of the following is NOT a price adjustment strategy?
- (A) Free samples
  - (B) Segmented pricing
  - (C) Promotional pricing
  - (D) Geographical pricing

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