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प्रश्नपुस्तिका क्रमांक
Question Booklet No.

O.M.R. Serial No.

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प्रश्नपुस्तिका सीरीज
Question Booklet Series
D

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. 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
2. Which factor should not consider for adopting market penetration?
 - (A) Market growth
 - (B) Promotional activities
 - (C) Increase market share
 - (D) Competitive reaction
3. 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
4. A products position is located in the minds of _____.
 - (A) Advertiser
 - (B) Salesman
 - (C) Consumer
 - (D) All of these

5. 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
6. 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
7. The key term in the American Marketing Association's definition of marketing is:
- (A) Activity
 - (B) Sales
 - (C) Value
 - (D) Products
8. 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

9. 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
10. Which of the following is involved in the digital marketing process?
- (A) RSA
 - (B) Voice Broadcasting
 - (C) Podcasting
 - (D) All of the above
11. In terms of goods and services, the function of marketing is to _____ demand.
- (A) Plan
 - (B) Price
 - (C) Create
 - (D) Promote
12. 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

13. Which of the product is in the decline stage of PLC?
- (A) HD TVs
 - (B) Tata Salt
 - (C) iPhone
 - (D) Music CDs
14. 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
15. 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
16. Distinctive competency describes an organization's _____.
- (A) Weakness
 - (B) Opportunities
 - (C) Strengths
 - (D) Threats

17. 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
18. USP is defined as:
- (A) Unique selling proposition
 - (B) Unique Selling Price
 - (C) Unique sales preposition
 - (D) Unique strategy promotion
19. 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
20. How many types of pillars do we have in digital marketing?
- (A) 1
 - (B) 2
 - (C) 3
 - (D) 4

21. 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
22. 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
23. It's a combination of quality, service & price:
- (A) Marketing Triad
 - (B) Customer Satisfaction Triad
 - (C) Customer Value Triad
 - (D) Service Quality Triad
24. 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

25. 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
26. 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
27. Goals or objectives divide into _____ major categories?
- (A) 2
 - (B) 3
 - (C) 4
 - (D) 5
28. 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

29. _____ is not a part of marketing mix.
- (A) Product
 - (B) Place
 - (C) Price
 - (D) Purpose
30. 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
31. It's a combination of quality, service & price:
- (A) Marketing Triad
 - (B) Customer Satisfaction Triad
 - (C) Customer Value Triad
 - (D) Service Quality Triad
32. 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

33. Marketing is a process which aims at _____.
(A) The satisfaction of customer needs
(B) Production
(C) Profit making
(D) Selling products
34. 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
35. _____ doesn't fall under the category of digital marketing.
(A) T V
(B) Billboard
(C) Radio
(D) All of the above
36. 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
37. _____ 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

38. 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
39. is the act of obtaining a desired object from someone by offering something in return.
- (A) Exchange
 - (B) Marketing Myopia
 - (C) Selling
 - (D) Delivery
40. 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
41. _____ is the father of Modern Marketing.
- (A) Philip Kotler
 - (B) Abraham Maslow
 - (C) Lester Wunderman
 - (D) Peter Drucker

42. This P is not a part of the 7Ps of marketing mix?
- (A) Promotion
 - (B) Price
 - (C) Purpose
 - (D) People
43. Goals or objectives convert the organization _____ into tangible action.
- (A) Mission
 - (B) Vision
 - (C) Aim
 - (D) Commitment
44. 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
45. 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
46. Marketing mix for products consists of:
- (A) 7 Ps
 - (B) 4 Ps
 - (C) 8 Ps
 - (D) 5 Ps

47. 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
48. “Many people want BMW, only few are able to buy.” this is an example of:
- (A) Need
 - (B) Want
 - (C) Status
 - (D) Demand
49. _____ 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
50. 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

51. Which of the following is NOT a price adjustment strategy?
- (A) Free samples
 - (B) Segmented pricing
 - (C) Promotional pricing
 - (D) Geographical pricing
52. Marketing expenditure is a burden:
- (A) On industry
 - (B) On consumers
 - (C) On businessmen
 - (D) None of them
53. Money spent on marketing is:
- (A) Wastage
 - (B) Unnecessary expenditure
 - (C) Burden on the customers
 - (D) Investment
54. 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
55. _____ 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

56. 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.
57. 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.
58. For business. Marketing is:
- (A) Necessary
 - (B) Unnecessary
 - (C) Compulsory
 - (D) Luxury

59. 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
60. 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
61. What usually directs a consumer behaviour towards attaining his/her needs is a _____.
- (A) Stimuli
 - (B) Motive
 - (C) Need
 - (D) Desire
62. 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

63. Sterilization packaging systems have an impact on:
- (A) Instruments
 - (B) Healthcare acquired infection
 - (C) Healthcare costs
 - (D) All of the above
64. The advantage of marketing is to:
- (A) Consumers
 - (B) Businessmen
 - (C) Manufactures
 - (D) To all
65. 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
66. 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

67. Tangible goods that can be used many times are _____.
- (A) Non - durable
 - (B) Durable
 - (C) Services
 - (D) Basic goods
68. 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
69. 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
70. “Marketing is the fundamental business philosophy.” Statement is given by:
- (A) Stanton
 - (B) Thomas
 - (C) Borch
 - (D) Brech

71. 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
72. _____ 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
73. Product that surpasses all possible augmentations and transformation is called _____.
- (A) Potential product
 - (B) Basic product
 - (C) Expected product
 - (D) Augmented product
74. 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

75. 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
76. “Marketing comprises both buying and selling activities.” This definition is of:
- (A) Clark and Clark
 - (B) Pyle
 - (C) Hansen
 - (D) St. Thomas
77. Market development in international arena takes one of the _____ forms.
- (A) 4
 - (B) 3
 - (C) 5
 - (D) 2
78. 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
79. The product that exceeds customers ‘expectations due to value addition is _____.
- (A) Augmented product
 - (B) Basic product
 - (C) Core product
 - (D) Expected product

80. 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
81. _____ 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
82. “Marketing is the delivery of standard” This definition is of:
- (A) Philip Kotler
 - (B) William J. Stanton
 - (C) Paul Mazur
 - (D) Hansen
83. What is the profit plan of the organization?
- (A) Operating budget
 - (B) Financial budget
 - (C) Marketing budget
 - (D) Production budget

84. 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
85. 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
86. "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
87. 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

88. 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
89. Master budget consist of _____.
- (A) Operating and financial budget
 - (B) Operating and marketing budget
 - (C) Marketing and financial budget
 - (D) None of them
90. 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
91. 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

92. 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
93. 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
94. 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
95. Which among these is not the nature and characteristic of a service?
- (A) Intangibility
 - (B) Variability
 - (C) Perishability
 - (D) Durability

96. Cannibalism is related with _____.
(A) Product development
(B) Promotional activities
(C) Product life cycle
(D) Product extension
97. 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
98. are the form of human needs take as shaped by culture & individual personality.
(A) Wants
(B) Demands
(C) Social Needs
(D) Needs
99. 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

100. 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.

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2. **This Question Booklet contains 100 questions, out of which only 75 Question are to be Answered by the examinee. Every question has 4 options and only one of them is correct. The answer which seems correct to you, darken that option number in your Answer Booklet (O.M.R ANSWER SHEET) completely with black or blue ball point pen. If any examinee will mark more than one answer of a particular question, then the first most option will be considered valid.**
3. Every question has same marks. Every question you attempt correctly, marks will be given according to that.
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6. After completion of examination please hand over the Answer Booklet (O.M.R ANSWER SHEET) to the Examiner before leaving the examination room.
7. There is no negative marking.

Note: On opening the question booklet, first check that all the pages of the question booklet are printed properly in case there is an issue please ask the examiner to change the booklet of same series and get another one.