

**MASTER OF BUSINESS ADMINISTRATION
FIRST SEMESTER
MARKETING MANAGEMENT
MBA – 102**

**SET
B**

[USE OMR SHEET FOR OBJECTIVE PART]

Duration: 3 hrs.

Full Marks: 70

Time: 30 mins.

Marks: 20

(Objective)

Choose the correct answer from the following:

1 × 20 = 20

1. Consumer behaviour is primarily concerned with:
 - a. How producers set prices
 - b. How consumers select, buy, and dispose of goods
 - c. How companies manage employees
 - d. How products are distributed
2. Which of the following is not a stage in the consumer decision-making process?
 - a. Problem recognition
 - b. Product pricing
 - c. Information search
 - d. Post-purchase behaviour
3. Opinion leaders are:
 - a. People who control media
 - b. Company CEOs only
 - c. Individuals who influence others due to expertise or credibility
 - d. Government officials
4. Customer satisfaction primarily depends on the comparison between:
 - a. Product price and competitor price
 - b. Customer expectations and actual performance
 - c. Advertising and product features
 - d. Market demand and supply
5. Customer satisfaction leads to:
 - a. Brand switching
 - b. Negative word-of-mouth
 - c. Brand loyalty and repeat purchase
 - d. Decrease in perceived value
6. McDonald's global strategy mainly follows:
 - a. Total standardization
 - b. Complete localization
 - c. Globalization
 - d. Product diversification
7. "Jaago Re" campaign by Tata Tea promotes:
 - a. Gender equality
 - b. Social awareness and empowerment
 - c. Eco-friendly packaging
 - d. Food security
8. Sustainable marketing focuses on:
 - a. Only short-term sales
 - b. Long-term balance between profit and societal welfare
 - c. Product packaging
 - d. Price discounts

9. Which Indian brand promotes sustainable farming through e-Choupal?
 - a. ITC Limited
 - b. Tata Tea
 - c. Amul
 - d. Patanjali
10. PPC advertising means the advertiser pays:
 - a. Per impression
 - b. Per click
 - c. Per view
 - d. Per like
11. The difference between marketing and selling lies mainly in their:
 - a. Target market
 - b. Orientation and timing
 - c. Price policy
 - d. Product features
12. Which of the following concepts focuses on large-scale production and low cost?
 - a. Product concept
 - b. Selling concept
 - c. Production concept
 - d. Marketing concept
13. Marketing research is best described as:
 - a. Guessing customer needs
 - b. Collecting, analyzing, and interpreting market data
 - c. Promoting products
 - d. Designing advertisements
14. Which of the following is an example of exploratory research?
 - a. National census survey
 - b. In-depth interviews with consumers about new product ideas
 - c. Advertising recall test
 - d. Market share analysis
15. When a company tests two versions of a webpage to measure which increases sales, it is conducting:
 - a. Exploratory research
 - b. Causal (Experimental) research
 - c. Observational research
 - d. Descriptive research
16. The first step in the marketing research process is:
 - a. Data collection
 - b. Developing research plan
 - c. Defining the problem and objectives
 - d. Presenting the report
17. Which of the following is a primary data source?
 - a. Industry report
 - b. Company's internal records
 - c. Survey conducted by the company itself
 - d. Government publications
18. A company launches a new product in one city to test customer response before national rollout. This is known as:
 - a. Observation research
 - b. Experimental design
 - c. Field survey
 - d. Test marketing
19. In the Product Life Cycle, the stage of highest profitability is usually:
 - a. Introduction
 - b. Growth
 - c. Maturity
 - d. Decline

20. The purpose of positioning in a product launch is to:
- a. Fix product price
 - b. Choose advertising media
 - c. Create a unique image in the consumer's mind
 - d. Set up distribution channels

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(Descriptive)

Time : 2 Hr. 30 Mins.

Marks : 50

[Answer question no.1 & any four (4) from the rest]

1. a) Explain the differences between marketing and selling concepts with suitable examples. 5+5=10
b) Discuss the evolution of marketing concepts from the Production Era to the Digital Era.
2. Starbucks offers loyalty programs and app-based rewards. 5+5=10
a) Which component of holistic marketing does this represent?
b) How does it build long-term customer relationships?
3. a) Define marketing research. Explain its importance in strategic decision-making. 5+5=10
b) Discuss the types of marketing research—exploratory, descriptive, and causal with examples.
4. a) Discuss the role of market research in new product development with suitable Indian examples. 5+5=10
b) What is Product Life Cycle (PLC)? Explain each stage.
5. Explain in detail the five stages of the consumer decision-making process with relevant illustrations. How can marketers influence consumers at each stage? 5+5=10
6. What is sustainable marketing? Explain its principles and importance in India. 2+8=10
7. a) Describe the role of digital transformation in reshaping marketing practices. 5+5=10
b) How has social media changed the power dynamics between brands and customers?
8. Amul's new flavored milk isn't performing well in Tier-2 cities. As a marketing researcher, describe the marketing research process you would follow to identify and solve the problem. 10
(Hint: include defining problem, developing research plan, collecting and analyzing data, reporting findings, and taking actions.)
