

**MASTER OF BUSINESS ADMINISTRATION
SECOND SEMESTER
MARKETING MANAGEMENT-II
MBA – 201**
(USE OMR FOR OBJECTIVE PART)

2025/05

**SET
A**

Duration: 3 hrs.

Full Marks: 70

Time: 30 min.

Marks: 20

(Objective)

1×20=20

Choose the correct answer from the following:

1. Neuromarketing involves the use of neuroscience to:
 - a. Study unconscious responses of consumers to marketing stimuli
 - b. Track product inventory
 - c. Train marketers in digital skills
 - d. Replace traditional surveys
2. Customer Lifetime Value (CLV) helps companies understand:
 - a. The one-time value of a customer's first purchase
 - b. The total value a customer brings to a business over the entire relationship
 - c. The average revenue per employee
 - d. The brand name of a customer
3. Which of the following reflects the main focus of Customer Relationship Management (CRM)?
 - a. Finding new vendors for raw materials
 - b. Creating short-term advertising campaigns
 - c. Replacing employees with automation
 - d. Building long-term and profitable relationships with customers
4. Which of the following is most likely a feature of Business Buying Behaviour?
 - a. Emotion-driven and spontaneous
 - b. Involves formal processes and rational analysis
 - c. Based on personal preferences
 - d. Happens mostly through social media influence
5. A highly satisfied customer is more likely to:
 - a. Switch to other brands frequently
 - b. Complain more often
 - c. Remain loyal and promote the brand through word of mouth
 - d. Demand higher salaries

6. Analytical CRM is used mainly for:
 - a. Recording birthdays of customers
 - b. Performing customer service
 - c. Analyzing customer data for strategic decision-making
 - d. Making payment entries
7. Market segmentation involves dividing a market into distinct groups of buyers:
 - a. Based only on price sensitivity
 - b. With similar needs, characteristics, or behavior
 - c. Who all live in the same city
 - d. With identical income levels
8. In positioning, the term "Point of Difference (POD)" refers to:
 - a. The location of the retail outlet
 - b. Features that make a brand different from competitors
 - c. Customer complaints
 - d. Standard market practices
9. Porter's Five Forces model is used to:
 - a. Design logos
 - b. Determine employee performance
 - c. Analyze the level of competition and attractiveness of an industry
 - d. Create pricing strategies
10. Which of the following is an example of psychographic segmentation?
 - a. Income level
 - b. Personality and lifestyle preferences
 - c. Age group
 - d. Occupation type
11. Positioning a product based on "value for money" is an example of:
 - a. Functional positioning
 - b. Competitive pricing strategy
 - c. Emotional positioning
 - d. Price skimming
12. In marketing research, the key distinction between primary and secondary data is that:
 - a. Primary data is outdated and unreliable
 - b. Secondary data is collected directly from customers
 - c. Primary data is original and collected first-hand for a specific research objective
 - d. Secondary data is more expensive to gather
13. In strategic planning, SWOT analysis is used to:
 - a. Forecast monthly revenue
 - b. Evaluate employee satisfaction
 - c. Identify strengths, weaknesses, opportunities, and threats
 - d. Compare competitors' advertising

14. Which of the following techniques is most appropriate for forecasting future market demand based on past trends?
- a. Delphi method
 - b. Time-series analysis
 - c. Focus group
 - d. Questionnaire
15. What does the term "Marketing Intelligence" refer to in a marketing context?
- a. External data collected about the market environment, competitors, and consumers
 - b. Internal financial reports
 - c. Knowledge of employee skills
 - d. Customer satisfaction surveys
16. Customer Relationship Management (CRM) systems help companies mainly to:
- a. Manage employees work hours
 - b. Control supplier contracts
 - c. Improve customer interactions, satisfaction, and retention
 - d. Develop new physical products
17. Retaining a customer is considered more beneficial than acquiring a new one because:
- a. New customers usually purchase more
 - b. Retention strategies are free of cost
 - c. Retained customers are more profitable over time and cost less to serve
 - d. Existing customers never switch to competitors
18. Operational CRM mainly deals with:
- a. Data mining and segmentation
 - b. Sales force automation, marketing automation, and customer service
 - c. Employee recruitment
 - d. Financial control
19. If a company wants to show the lifetime value of a customer, what format is easiest to understand?
- a. Pie chart showing profit over time
 - b. Poem about customers
 - c. A slogan
 - d. A list of names
20. A marketing team wants to explain the steps of a marketing plan clearly. Which method will work best?
- a. A printed invoice
 - b. A flowchart
 - c. A newspaper report
 - d. A phone call

(Descriptive)

Time: 2 hr. 30 mins.

Marks: 50

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

1. Describe the Ansoff Matrix and explain its four growth strategies. Apply the Ansoff Matrix to a company of your choice and suggest one strategy for each quadrant 5+5=10
2. What is Customer Relationship Management (CRM)? Briefly explain the types of CRM. Discuss how CRM helps a company to acquire, retain, and build loyalty among customers. Give suitable examples. 5+5=10
3. What is market segmentation? Describe any four common bases of segmentation used by marketers. Explain with examples. 2+8=10
4. What do you mean by brand positioning? Explain the concepts of Points of Difference (POD) and Points of Parity (POP) in positioning. Give suitable brand examples. 2+8=10
5. What is consumer behaviour? Explain with a simple example. How can a business use consumer behaviour knowledge to keep its customers happy and loyal? 5+5=10
6. What do you mean by customer loyalty? Give one example. How can understanding shopping behaviour help companies to increase customer loyalty? 5+5=10
7. What is the BCG Matrix and how can it help in marketing strategy formulation? Explain how SWOT analysis aids in developing a marketing plan. 5+5=10
8. What are the main factors influencing consumer buying behavior? How can a company communicate the results of consumer behavior analysis to improve its marketing strategies? 5+5=10