REV-00 MBA /39 /44

MBA Second Semester MARKETING MANAGEMENT (MBA- 09)

Duration: 3Hrs.

Full Marks: 70

(PART-B: Descriptive)

Duration: 2 hrs. 40 mins.

Marks: 50

1. Answer the following questions (any five)

- a) How are need and wants of consumers related?
- b) Name the effective brand elements.
- c) What is brand positioning?
- d) Write two functions of a retailer.
- e) Define advertising.
- f) Name the components of broad marketing environment.
- g) Write four pricing objectives important for a company.

2. Answer the following questions (any five)

- a) How is it possible to market any place?
- b) Express your views on the statement "marketing is a purchase and sale function".
- c) Highlight the advantages of having channel intermediaries over direct distribution.
- d) Explain the two demand oriented pricing strategies.
- e) In what ways branding decisions for introducing new brands are taken.
- f) What are the different types of markets?
- g) Discuss the product adoption process.

2013/02

3 x 5=15

2 x 5=10

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3. Answer the following questions (any five)

a) What is marketing? Discuss its importance.

b) Discuss the segmentation variables a businessman should use if he intends to open a new restaurant.

- c) Explain the consumer decision making model.
- d) Discuss the impact of product life cycle on the 4 P's of marketing.
- e) Discuss the brand resonance model.
- f) Discuss the role of a marketing manager.
- g) Write a note on the elements of the promotion mix.

5 x 5=25

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(The figures in the margin indicate full marks for the questions)

Duration: 20 minutes

Marks - 20

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(PART A- Objective)

(One mark for each question)

Attempt all the questions. There are four alternatives for each question. Choose the correct alternative

Time: 20 mins		The second s	Total Marks: 20
1. Which among the a. Inform	following is not an obje b. Persuade	ective of marketing communication c. Remind	? d. Sale
2. Moov ointment is a		b. Niche Marketing	
a. Geographic Seg c. Demographic S		d. Psychographic Segmentation	
3. Bingo, Candyman	, Vivel are all	of ITC.	
a. Product line	b. Product de	epth c. Product width	d. Product length
a. Market specialityc. Selective special5. The sequence of da a. Basic, Core, Ex	sation b	tential	
c. Basic, Core, Au	gmented, Potential, Ex tential, Augmented, Ex	pected	
6. Which of the follow	wing is not a behaviora	l segmenting variable?	
	b. Benefit	c. Education	d. Loyalty
7. Direct Marketing i	s an example of	level distribution channel.	
a. Zero		c. Two	d. (a) & (b)
8. The effectiveness of a. Reach	of an advertisement dep		d. All of the above
a. Reach	b. Frequency	c. Impact	u. All of the above

9.			b. Qualities of the	Channel Designing decisions? b. Qualities of the middlemen d. Salary of the company's employees	
1(. Selecting which segme a. target marketing	nts of a population of custo b. customization	mers to serve is called c. positioning	d. market segmentation	
11	b. Setting a high price v	g? igh price which falls as con which consumers perceive a o "skim off" a large number	indicating high quality		
12	-	e people and their place in s e people's purchasing behave eople live.			
13	The term marketing refe a. new product concept b. advertising and prom c. a philosophy that stre d. planning sales campa	s and improvements. notion activities. esses customer value and sa	itisfaction.		
14	Newsletters, catalogues with the marketing mi a. Pricing	, and invitations to organisa x activity of: b. Distribution	ation-sponsored events are c. Product Development	most closely associated d. Promotion	
15	b. Provides an opportuc. By grouping togethe serving these custom	e markets into smaller mark nity to surpass competitors r customers with similar ne	eds, it provides a commerc	ially viable method of	
	. This is a form of non-pe of paid-for media: a. Advertising		an identified sponsor, that i c. Public Relations	is transmitted through the use d. Publicity	
17	A Market within a mark a. Market Opportunity c. Market Information S	Analysis b. Ma		en a service of developed e beseven specified, service service service	
18.	of marketing.	concept, exchange of a problem b. Modern Marketin		d the buyer is the central idea t d. Product concept.	
19	emotions, life styles	gmentation, consumers are and personality. b. Demographic		n na li spripe kuyé na 🕓	
20	Which among the follow a. Differentiation	ving is not a component of b. Relevance	the Brand Asset Valuator N c. Knowledge	Aodel? d. Preference	