

**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)**

**2 x 5=10**

- 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)**

**3 x 5=15**

- 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.

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**3. Answer the following questions (any five)**

**5 x 5=25**

- 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.

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

**Duration: 20 minutes**

**Marks – 20**

**(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**

**Total Marks: 20**

1. Which among the following is not an objective of marketing communication?  
a. Inform                      b. Persuade                      c. Remind                      d. Sale
2. Moov ointment is an example of \_\_\_\_\_.  
a. Geographic Segmentation                      b. Niche Marketing  
c. Demographic Segmentation                      d. Psychographic Segmentation
3. Bingo, Candyman, Vivel are all \_\_\_\_\_ of ITC.  
a. Product line                      b. Product depth                      c. Product width                      d. Product length
4. A firm attempts to serve all customer groups with all the products they might need is  
a. Market specialisation                      b. Full market specialisation  
c. Selective specialisation                      d. None of the above
5. The sequence of developing a product is.  
a. Basic, Core, Expected, Augmented, Potential  
b. Core, Basic, Expected, Augmented, Potential  
c. Basic, Core, Augmented, Potential, Expected  
d. Core, Basic, Potential, Augmented, Expected
6. Which of the following is not a behavioral segmenting variable?  
a. Occasion                      b. Benefit                      c. Education                      d. Loyalty
7. Direct Marketing is an example of \_\_\_\_\_ level distribution channel.  
a. Zero                      b. One                      c. Two                      d. (a) & (b)
8. The effectiveness of an advertisement depends on its \_\_\_\_\_.  
a. Reach                      b. Frequency                      c. Impact                      d. All of the above

