

MASTER OF BUSINESS ADMINISTRATION
Second Semester
MARKETING MANAGEMENT
(MBA – 201)

Duration: 3Hrs.

Full Marks: 70

Part-A (Objective) =20
Part-B (Descriptive) =50

(PART-B: Descriptive)

Duration: 2 hrs. 40 mins.

Marks: 50

Answer any four from Question no. 2 to 8
Question no. 1 is compulsory.

1. When does price discrimination occur? Do companies need to cut or raise prices?
(2+8=10)
2. Define customer value analysis. Explain the steps involved in its process. (2+8=10)
3. Discuss the five stage model of the consumer buying process. (10)
4. What are the five forces identified by Porter to determine attractiveness of market segment? Point out the possible threats of these forces. (5+5=10)
5. Define the term brand audit. Explain the process of analyzing value of a brand.
(2+8=10)
6. What is product positioning? Explain certain specific branding guidelines for small businesses. (2+8=10)
7. What is brand equity? Discuss the criteria for choosing brand elements. (2+8=10)
8. What is image pricing? Elucidate the factors implemented during pricing policy.
(2+8=10)

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Duration: 20 minutes

Marks – 20

(PART A - Objective Type)

I. Choose the correct answer:

1×20=20

1. Negative demand is:
 - a. Products that create undesirable social consequences.
 - b. Consumers dislike the product and may even pay for it.
 - c. Consumers are unaware about the products.
 - d. Demand increases only in season.
2. Earned media is similar to:
 - a. Advertising
 - b. Publicity
 - c. Brand brochures
 - d. Blog
3. In marketing sharing information is:
 - a. Power
 - b. Creating demand
 - c. A tactic
 - d. None
4. Unstated needs is where:
 - a. Customers' want reasonable priced products.
 - b. Customers' looks for his want to be satisfied.
 - c. Customers' expects good service from dealer.
 - d. Customers' status should rise.
5. Economic environment falls in:
 - a. Broad environment
 - b. Task environment
 - c. Social environment
 - d. Political environment
6. With rapid rise in e-commerce BCG group insists that marketers must:
 - a. Enhance digital media
 - b. Enhance balanced score card
 - c. Enhance modern technology
 - d. Digital balance sheets
7. The production concept holds that:
 - a. Consumers widely prefer available and inexpensive products.
 - b. Consumers prefer quality products.
 - c. Consumers look for the right product.
 - d. None.
8. Performance marketing requires understanding in:
 - a. Task of hiring and training.
 - b. Customer preferences.
 - c. Market segmentation.
 - d. Financial and non-financial returns to business and society.
9. Logistics:
 - a. Set a high standard for service delivery time.
 - b. Study customer needs and wants.
 - c. Have specialized knowledge of customer's industry.
 - d. Proactively search for best suppliers.
10. Acceptability is:
 - a. Extent to which customers are willing to pay.
 - b. Firm's total product offering that exceeds customer expectations.
 - c. Determines product's value proposition.
 - d. Extent to which customers are informed.
11. Customer perceived value is based on:
 - a. Evaluation of all benefits.
 - b. Total customer cost.
 - c. Difference between benefits that customer gets and cost that he assumes for different choices.
 - d. Perception of product attributes.
12. Value chain is a tool:
 - a. For increasing product value.
 - b. Identifying ways to create more customer value.
 - c. Checking periodic value of products.
 - d. All.
13. Brand association consist of:
 - a. Brand awareness
 - b. Loyalty towards the brand
 - c. Product depth of the brand
 - d. All brand related thoughts
14. Hospital is a type of:
 - a. Institutional market
 - b. Global market
 - c. Business market
 - d. Consumer market
15. Measureable market segment allows us to:
 - a. Have a tailored marketing program.
 - b. Measure its size and purchasing power.
 - c. Easily access it.
 - d. Serve better.
16. Mass customization is the ability:
 - a. Of a firm to understand its target market.
 - b. Of a company to meet each customer's requirement .
 - c. To gather information on purchase power.
 - d. To spread consumer database.

