

MASTER OF COMMERCE
FIRST SEMESTER
MARKETING MANAGEMENT
MCM – 101

**SET
A**

[USE OMR SHEET FOR OBJECTIVE PART]

Duration: 3 hrs.

Full Marks: 70

Time: 30 mins.

(Objective)

Marks: 20

Choose the correct answer from the following:

1 × 20 = 20

- The nature of marketing can be describe as _____.
 - Art
 - Science
 - Both a and b
 - None of the above.
- Marketing _____ is a situation when a company has a narrow minded marketing approach.
 - Myopia
 - Jargon
 - Management
 - None of the above.
- A brand is a _____.
 - Name
 - Term
 - Symbol
 - All of the above
- _____ refers what to do to the minds of the prospect.
 - Branding
 - Positioning
 - Marketing
 - None of the above
- PPC stands for _____.
 - Price Pay Click
 - Pay Per Cheque
 - Pay Per Click
 - None of the above
- In _____ segmentation, the market is divided into groups based on variables such as age, gender, family income, occupation etc.
 - Demographic
 - Geographic
 - Psychographic
 - None of the above
- A _____ is any unit of input to any of the senses.
 - Perception
 - Motivation
 - Stimulus
 - None of the above.
- Consumer behavior is the study of _____.
 - Microeconomics
 - Macroeconomics
 - Income analysis
 - None of the above
- SMM stands for _____.
 - Small Media Marketing
 - Social Media Marketing
 - Social Marketing Management
 - None of the above

10. _____ is regarded as the father of Modern Marketing.
 - a. Philip Kotler
 - b. Abraham Maslow
 - c. Peter Drucker
 - d. None of the above
11. A brand has _____.
 - a. Culture
 - b. Physical qualities
 - c. Personality
 - d. All of the above
12. The _____ concept believes that consumers favor products that offer the most quality performance and innovative features.
 - a. Market
 - b. Production
 - c. Product
 - d. None of the above
13. Micro environment is the _____ environment of the organization.
 - a. Internal
 - b. External
 - c. Both a and b
 - d. None of the above
14. _____ Pricing strategy is the process of setting high prices based on value of the product.
 - a. Skimming
 - b. Neutral
 - c. Penetration
 - d. None of the above
15. CRM stands for _____.
 - a. Customer Relationship Management
 - b. Customer Retail Management
 - c. Consumer Relationship Management
 - d. None of the above
16. The socio-cultural trends are part of----- environment.
 - a. Micro
 - b. Macro
 - c. Both a and b
 - d. None of the above
17. _____ is a driving force within individuals that implies them to action.
 - a. Motivation
 - b. Need
 - c. Goals
 - d. None of the above
18. Service Marketing consists of _____ products.
 - a. Homogeneous
 - b. Heterogeneous
 - c. Both a and b
 - d. None of the above
19. First stage in the basic model of Consumer Decision Making is _____.
 - a. Purchase
 - b. Information search
 - c. Need
 - d. None of the above.
20. In terms of consumer behavior ,culture, social class and reference group influences have been related to purchase and _____.
 - a. Economic situations
 - b. Situational influences
 - c. Consumption decisions
 - d. Physiological influences.

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(Descriptive)

Time : 2 Hr. 30 Mins.

Marks : 50

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

1. Explain in brief about the various marketing concept. 10
2. What is meant by digital marketing? Discuss about SEM and SEO. 2+8=10
3. What is meant by celebrity endorsement? Elaborate in brief about product life cycle. 2+8=10
4. Discuss the concept and importance of consumer behavior. 3+7=10
5. Define service marketing. Mention the objectives of service marketing. 3+7=10
6. What is meant by consumer behaviour? Discuss the factors influencing the consumer buying process. 2+8=10
7. Write short notes (*any two*) of the following: 5+5=10
 - a) Demographic segmentation
 - b) Psychographic segmentation
 - c) Behavior segmentation.
 - d) Product positioning
8. a) Explain the concept of CRM. 2+8=10
b) Highlight the levels of consumer decision making.

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