

**MASTER OF BUSINESS ADMINISTRATION
SECOND SEMESTER
MARKETING MANAGEMENT-II
MBA – 201**

**SET
D**

[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

1. Brand awareness consists of brand recognition and brand _____.
 - a. Identity
 - b. Growth
 - c. Recall
 - d. Presence
2. Consumers might not consider a hand sanitizer truly a hand sanitizer unless they are gels designed to apply topically, contain alcohol that kills the germs present on the skin. The presence is these elements is considered
 - a. Point of Differentiation
 - b. Product Development
 - c. Point of Parity
 - d. None of the above
3. Facebook's acquisition of Whatsapp is an example of _____.
 - a. Adjacent growth
 - b. Horizontal Integration
 - c. Vertical Integration
 - d. Retrenchment
4. Only laggards are the customers during this stage
 - a. Growth
 - b. Introduction
 - c. Maturity
 - d. Decline
5. During this stage the focus should shift from product awareness to brand preference which will help to increase the size of the market and sharp increase in sales
 - a. Maturity Stage
 - b. Growth Stage
 - c. Introductory Stage
 - d. Decline Stage
6. Segmentation in which we study the demographics of a firm is
 - a. Firmographic
 - b. Transactional
 - c. Demographic
 - d. None of the above
7. The concept of preventing customers from switching to a competitor is known as
 - a. Customer Retention
 - b. Customer Acquisition
 - c. Customer Satisfaction
 - d. Customer Loyalty
8. A pull strategy in distribution channel is one where
 - a. Intermediaries convince the customers to buy the products.
 - b. Manufactures involve in lot of promotional efforts.
 - c. Customers demand the products from intermediaries.
 - d. Both b & c

9. This promotion type shows one's product is better than others.
 - a. Persuasive promotion
 - b. Reminding Promotion
 - c. Informative Promotion
 - d. None of the above
10. Portfolio management is a component of _____ strategy.
 - a. Corporate
 - b. Functional
 - c. Operational
 - d. Business
11. BCG in BCG matrix stands for
 - a. Boston Calmette Group
 - b. British Consulting Group
 - c. Boston Corporate Group
 - d. Boston Consulting Group
12. Quick decision making is possible by using:
 - a. Flow Charts
 - b. Perception Mapping
 - c. Feature Comparison Model
 - d. None of the above
13. Customer Expectation, Perceived Value, Perceived Quality leads to:
 - a. Customer Complain
 - b. Customer Value
 - c. Customer Satisfaction
 - d. Customer life time value
14. Which among the following is not a strategy under Ansoff Matrix?
 - a. Product Development
 - b. Portfolio Management
 - c. Diversification
 - d. Market Penetration
15. Desirability, deliverability, and differentiability are related to :
 - a. Point of Parity
 - b. Point of Differentiation
 - c. Point of Association
 - d. Point of Reference
16. Which among the following is not a condition for a successful marketing strategy?
 - a. Flexibility
 - b. Understanding the target market
 - c. USP
 - d. None of the above
17. If a company wants to increase its competitive strength it should work on its
 - a. Corporate Strategy
 - b. Business Strategy
 - c. Operational Strategy
 - d. Functional Strategy
18. The basic approach of _____ strategy is to maintain present course and be steady as it goes.
 - a. Stability
 - b. Retrenchment
 - c. Growth
 - d. None of the above
19. These trends reflect the change in the demand for a product during diverse phases of a business cycle.
 - a. Secular
 - b. Seasonal
 - c. Cyclical
 - d. Random
20. Benefits Received minus Cost of the purchase is :
 - a. Customer Value
 - b. Customer Loyalty
 - c. Customer Satisfaction
 - d. Customer Perception

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(Descriptive)

Time : 2 Hr. 30 Mins.

Marks : 50

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

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| 1. What is Strategic Planning? Discuss the strategic planning process. | 2+8=10 |
| 2. What is demand forecasting? Discuss the qualitative methods of demand forecasting. | 2+8=10 |
| 3. Write Short Notes on (<i>any two</i>) | 5+5=10 |
| a) Neuro Marketing | |
| b) Ansoff Matrix and its Strategies | |
| c) Porters Value Chain Model | |
| 4. What is customer value? Discuss the tangible and intangible components of customer value. | 4+6=10 |
| 5. Discuss the strategies to be kept in mind while setting price. Why Price is considered the most powerful element of the marketing mix? | 6+4=10 |
| 6. Elaborate your views on the statement "Research has found that it is 5 to 6 times more expensive to acquire a new customer rather than retaining existing customers." | 10 |
| 7. Discuss four contemporary bases of segmentation with example. | 10 |
| 8. Keeping in view the product life cycle, discuss the different strategies for setting a product. | 10 |

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