

MASTER OF COMMERCE
FIRST SEMESTER [SPECIAL REPEAT]
MARKETING MANAGEMENT & CONSUMER BEHAVIOUR
MCM – 104

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

1. Marketing is managing
 - a. Customers
 - b. Profits
 - c. Both a and b
 - d. None of the above.
2. SEO stands for _____
 - a. Search Engine Optimiiization
 - b. Social Engine Optimization
 - c. selling
 - d. None of the above.
3. Niche marketing involves marketing in a _____ market.
 - a. large
 - b. Small
 - c. Both a and b
 - d. None of the above
4. _____ refers what to do to the minds of the prospect.
 - a. branding
 - b. Positioning
 - c. marketing
 - d. none of the above
5. PPC stands for _____
 - a. Price Pay Click
 - b. Pay Per Cheque
 - c. Pay Per Click
 - d. None of the above
6. The Product Life Cycle consist of _____ stages
 - a. three
 - b. Two
 - c. four
 - d. none of the above
7. Any paid form of non-personal presentation of ideas, goods or by an identified sponsor is called as:
 - a. Sales planning
 - b. Market Research
 - c. Advertising
 - d. None of the above.
8. Consumer zapping is also known as _____
 - a. Perceptual defense
 - b. Perceptual blocking
 - c. Both a and b
 - d. None of the above
9. A brand is a _____
 - a. Name
 - b. Sign
 - c. symbol
 - d. all of the above

10. Marketing is a _____ process
- a. quantitative
 - b. Managerial
 - c. logical
 - d. all of the above
11. _____ is the first stage in consumer decision process.
- a. Problem recognition
 - b. Alternative evaluation
 - c. Purchase
 - d. Post purchase behavior
12. _____ segmentation divides the market into group based on variables such as age, gender family size, income etc,
- a. Geographic
 - b. Demographic
 - c. Psychographic
 - d. None of the above
13. The environmental factors that may influence the consumer purchase decisions are _____
- a. income
 - b. Culture
 - c. family
 - d. all 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. Marketing environment consist of _____ environment
- a. Micro
 - b. Macro
 - c. Both a and b
 - d. None of the above
20. Marketing _____ is the systematic design, collection, analysis and reporting of data relevant to a specific marketing situation.
- a. management
 - b. Concept
 - c. research
 - d. None of the above

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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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|---|--------|
| 11. Explain in brief about the marketing concept. | 10 |
| 12. a) What is meant by market segmentation? | 5+5=10 |
| b) Mention in brief about psychographic segmentation. | |
| 13. a) What is meant by market research? | 2+8=10 |
| b) Elaborate in brief about product life cycle. | |
| 14. a) What is meant by Consumer Behavior? | 2+8=10 |
| b) Discuss the nature of consumer behaviour. | |
| 15. a) Who are termed as reference group for consumers? | 5+5=10 |
| b) Discuss the influence of technology on consumer behaviour. | |
| 16. a) What is meant by positioning? | 2+8=10 |
| b) Explain the advantages and disadvantages of positioning. | |
| 17. Describe about Brand and Co-branding. | 5+5=10 |
| 18. What is meant by CRM and mention its importance. | 3+7=10 |

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