

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

**SET  
C**

**[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. Strategic Planning Process does not include one of the following:
  - a. Define Consumer Behaviour
  - b. Determine your Priorities
  - c. Assess where you are
  - d. Evaluate Results
2. Components of Marketing Intelligence does not include of the following:
  - a. Competitor Analysis
  - b. Product Evaluation
  - c. Market Analysis
  - d. Customer Dissatisfaction
3. Ansoff Matrix is not known to include one of the following Strategies:
  - a. Diversification
  - b. Branding
  - c. Market Penetration
  - d. Market Development
4. BCG Matrix avoid a Quadrant identified as:
  - a. Lions
  - b. Dogs as Pet
  - c. Cash Cows
  - d. Stars
5. Positioning in Marketing is known to be connected to:
  - a. Brand Product
  - b. Project Production
  - c. Batch Process
  - d. Assembly Line
6. The 5 P of Marketing does not necessarily include:
  - a. Product
  - b. Price
  - c. Promotion
  - d. Penetration
7. Marketing Strategies may not include one of the following:
  - a. Digital Marketing
  - b. Democratic Marketing
  - c. Social Media Marketing
  - d. Instagram Marketing
8. Contemporary Marketing Strategies may not include the following:
  - a. Result-based Model
  - b. Need-based ideas
  - c. Scarcity Model
  - d. Content Marketing
9. One of the following Matching of Brand and Marketing Strategies is not Correct:
  - a. Nike - Sell a Story
  - b. Colgate - Creates Respect
  - c. McDonald - Emotional Appeal
  - d. Starbucks - Social Strategy

10. One of the following Matching of Brand and Marketing Strategies is Wrong:
  - a. Apple – Creating a Movement
  - b. Coco-Cola – Brand Consistency
  - c. Food Market – Stand for Something
  - d. Reliance – Community Progress
11. Consumer Behaviour is not known to be related to:
  - a. Perception
  - b. Motivation
  - c. Attitude
  - d. Technology
12. Psychological process in Consumer Behaviour is not connected to:
  - a. Openness
  - b. Agreeableness
  - c. Extraversion
  - d. Introversion
13. Types of Buying Motives does not include:
  - a. Sponsorship
  - b. Emotional
  - c. Rational
  - d. Patronage
14. Buying roles are not known to include:
  - a. Follower
  - b. Buyer
  - c. User
  - d. Approval
15. Shopping Behaviour is known to include:
  - a. Standardization
  - b. Habitual Buying Behaviour
  - c. Mentorship
  - d. Cross Functioning
16. One of the following is not a Base for Market Segmentation:
  - a. Geographic
  - b. Psychographic
  - c. Demographic
  - d. Degree of measurement
17. Things that affect your Customer Buying Behaviour is known as
  - a. Behaviour
  - b. Demographic
  - c. Psychographic
  - d. Geographics
18. One of the following is not included in the 7 P of Marketing Positioning:
  - a. Product
  - b. Placement
  - c. Price
  - d. Promotion
19. One of the following is not included in the 4 C in Marketing:
  - a. Communication-oriented
  - b. Cost
  - c. Customer
  - d. Convenience
20. Alternative Approaches to Positioning are known to include:
  - a. Brand Narratives
  - b. Story Telling
  - c. Mass Media
  - d. Cultural Branding

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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. Describe Marketing Strategies and Plans for a Business Organization.         | 10 |
| 2. Evaluate Michael Porter Value Chain.   | 10 |
| 3. Critically explore Brand Positioning.  | 10 |
| 4. Elaborate on the Concept and Application of Customer Loyalty.                | 10 |
| 5. Examine the Contemporary bases of Segmentation.                              | 10 |
| 6. Explain the Concept and Application of Customer Value.                       | 10 |
| 7. Critically evaluate the Psychological process underlying Consumer Behaviour. | 10 |
| 8. Write short notes on: ( <i>Any two</i> )                                     | 10 |
| a) Factors influencing consumer behavior  |    |
| b) Concept of value chain   |    |
| c) Marketing research methods   |    |
| d) Importance of market research  |    |
| e) Brand concept  |    |

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