

**MASTER OF BUSINESS ADMINISTRATION
FIRST SEMESTER
MARKETING MANAGEMENT-I
MBA-102**

(Use separate answer scripts for Objective & Descriptive)

Duration : 3 hrs.

Full Marks : 70

(PART-A : Objective)

Time : 20 min.

Marks : 20

Choose the correct answer from the following:

1×20=20

1. In marketing,is the focal point.
 - a. Profit
 - b. Sales
 - c. Customer
 - d. All of the above
2. The major components of marketing mix are:
 - a. Product
 - b. Price
 - c. Place
 - d. All of the above
3.guides the development of advertisements and personal sales presentations.
 - a. AIEA
 - b. AIBA
 - c. AICA
 - d. AIDA
4. The first step in the new-product development process is thought to be:
 - a. Idea generation
 - b. Idea screening
 - c. Concept development and testing
 - d. Product development
5. Pricing is one of the essential components of:
 - a. Promotion mix
 - b. Marketing mix
 - c. Product mix
 - d. STP strategy
6. Marketing communication mix is also called as:
 - a. Promotion mix
 - b. Product mix
 - c. Personal communication mix
 - d. Marketing mix
7. When major supplies are received for the first time from a new supplier it is called as:
 - a. Straight buy
 - b. Straight re-buy
 - c. New task
 - d. Modified re-buy
8. A change in an individual's behavior prompted by information and experience refers to which one of the following concept?
 - a. Learning
 - b. Role selection
 - c. Perception
 - d. Motivation
9. While buying milk which kind of behavior is displayed by a person?
 - a. Extensive problem solving behavior
 - b. Routinized buying behavior
 - c. Variety seeking behavior
 - d. None of the above
10. A social and managerial process by which individuals and organizations obtain what they need and want through value creation refers to which one of the following concepts?
 - a. Selling
 - b. Advertising
 - c. Barter
 - d. Marketing

11. Which of the following phrases reflects the concept of marketing?
 - a. The supplier is a king in the market.
 - b. Marketing should be viewed as hunting not gardening.
 - c. This is what I make, won't you please buy it.
 - d. This is what I want, won't you please make it.
12. You purchase cleaning supplies for your hospital regularly. It is showing which buying situation?
 - a. Modified rebuy
 - b. Straight rebuy
 - c. Modified straight rebuy
 - d. Consumer buy
13. Which of the following is NOT one of the four philosophies of marketing?
 - a. Production orientation
 - b. Societal marketing orientation
 - c. Sales orientation
 - d. Promotion orientation
14. Parents and siblings are part of:
 - a. Family orientation
 - b. Inspirational orientation
 - c. Group orientation
 - d. Opinion orientation
15. 'Selective distortion' and 'selective attention' are types of:
 - a. Motivational process
 - b. Sampling process
 - c. Perceptual process
 - d. Technical process
16. A group whose values and behaviors are rejected by individuals is classified as:
 - a. Aspiration groups group
 - b. Associative group
 - c. Dissociative group
 - d. Inspiration group
17. Value proposition consists of:
 - a. Differentiation
 - b. Segmentation & targeting
 - c. Positioning
 - d. Both a and c
18. Market offering can be combination of:
 - a. Product & services
 - b. Information
 - c. Places
 - d. All of above
19. Customer driven marketing strategy is another name of:
 - a. The selling concept
 - b. The marketing concept
 - c. The product concept
 - d. The societal marketing concept
20. Market consists of:
 - a. Potential buyers
 - b. Actual buyers
 - c. Both a and b
 - d. None of the above

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(**PART-B: Descriptive**)

Time: 2 hrs. 40 min.

Marks: 50

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

1. What bases can be used to segment consumer market? Explain in detail with examples. 10
2. a. What are the different criteria for evaluating market segments? 5+5=10
 b. "Positioning connects product offering with target market" - Explain with examples.
3. a. Using examples explain the following: 6+4=10
 i. Product item
 ii. Product line
 iii. Product mix
 b. What are the key steps in developing and launching a new product?
4. a. Using examples, discuss the importance of marketing environment to the marketing managers. 5+5=10
 b. Explain the buying decision process. Provide example for each stage.
5. a. Explain the key inputs and considerations while making pricing decisions. 5+5=10
 b. State the advantage and disadvantage of multi channel model of distribution.
6. a. What is AIDA? Explain its importance. 4+6=10
 b. Explain the concept product life cycle with relevant examples.
7. Explain the following concepts: 2.5×4=10
 a) Psychographic segmentation
 b) Channels of distribution
 c) Hierarchy of needs
 d) Perceptual process
8. Analyse the marketing mix of the following: 2.5×4=10
 a) Lenovo Laptops
 b) Eureka Forbes Aquaguard
 c) Johnson & Johnson baby products
 d) Maggi noodles

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