10. The set of all product lines and items that a particular seller offer for sale is calleda. Product mixb. Product widthc. Product lengthd. Product depth

	The product life cycle stage in which market increases is	acceptance of product is rapid and profit
	a. Growth stage	b. Introduction stage
	c. Maturity stage	d. Declining stage
12. The term "Marketing Myopia" was coined by		
	a. Philip Kotler	b. Henry Ford
	c. Theodore Levitt	d. None of these
13. Techniques of sales promotion		
	a. Free samples and free offers	b. Merchandising
	c. Trade credits	d. All of the above
14. Prices are kept very high in which pricing policy?		
	a. Skimming	b. Penetration
	c. Transfer pricing	d. Absorption pricing
15. Which one is not an element of marketing mix?		
	a. Packaging	b. Price
	c. Distribution	d. Quality
16. Breadth in a product mix refers to the		
	preduct mix refers to the	
	a. Number of products on offer by a firm	b. Number of product lines offered by a firm
	a. Number of products on offer by a firmc. Number of product variants in a lineWhich one is not the phase of new product of	firm d. None of the above
	a. Number of products on offer by a firmc. Number of product variants in a line	firm d. None of the above
	a. Number of products on offer by a firmc. Number of product variants in a lineWhich one is not the phase of new product of	firm d. None of the above levelopment?
17.	 a. Number of products on offer by a firm c. Number of product variants in a line Which one is not the phase of new product of a. Idea Screening c. Concept Testing 	firm d. None of the above levelopment? b. Concept development d. All of these
17.	 a. Number of products on offer by a firm c. Number of product variants in a line Which one is not the phase of new product of a. Idea Screening 	firm d. None of the above levelopment? b. Concept development d. All of these of pricing
17.	 a. Number of products on offer by a firm c. Number of product variants in a line Which one is not the phase of new product of a. Idea Screening c. Concept Testing Price of a shoe is Rs 299. This is an example of 	firm d. None of the above levelopment? b. Concept development d. All of these
17.	 a. Number of products on offer by a firm c. Number of product variants in a line Which one is not the phase of new product of a. Idea Screening c. Concept Testing Price of a shoe is Rs 299. This is an example of a. Penetration c. Cost plus 	firm d. None of the above levelopment? b. Concept development d. All of these of pricing b. Psychological
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17. 18. 19.	 a. Number of products on offer by a firm c. Number of product variants in a line Which one is not the phase of new product of a. Idea Screening c. Concept Testing Price of a shoe is Rs 299. This is an example of a. Penetration c. Cost plus Marketing mix involves a. Product mix 	firm d. None of the above levelopment? b. Concept development d. All of these of pricing b. Psychological d. Skimming b. Promotion mix d. All of these
17. 18. 19.	 a. Number of products on offer by a firm c. Number of product variants in a line Which one is not the phase of new product of a. Idea Screening c. Concept Testing Price of a shoe is Rs 299. This is an example of a. Penetration c. Cost plus Marketing mix involves a. Product mix c. Service mix 	firm d. None of the above levelopment? b. Concept development d. All of these of pricing b. Psychological d. Skimming b. Promotion mix d. All of these
17. 18. 19.	 a. Number of products on offer by a firm c. Number of product variants in a line Which one is not the phase of new product of a. Idea Screening c. Concept Testing Price of a shoe is Rs 299. This is an example of a. Penetration c. Cost plus Marketing mix involves a. Product mix c. Service mix Marketers try to build long-term relationship 	firm d. None of the above levelopment? b. Concept development d. All of these of pricing b. Psychological d. Skimming b. Promotion mix d. All of these o with customers in

(<u>PART-B : Descriptive</u>)

Marks: 50

Time : 2 hrs. 40 min.

	[Answer question no.1 & any four (4) from the rest]	
1.	Define marketing as per AMA? Explain the evolution of marketing approach with a labeled diagram.	2+8=10
2.	What is market segmentation? Explain the basis on which market segmentation is done.	2+8=10
3.	What do you mean by brand equity? How will you select a product from the various alternatives available in a market? Explain the product adoption process in detail.	2+2+6 =10
4.	What do you mean by pricing of a product? What are the various internal and external factors influencing pricing.	2+8=10
5.	What are the steps in developing effective communications? How will you do the selection of optimum promotion mix elements?	6+4=10
6.	What do you mean by brand extension? Explain the stages of a product life cycle with the help of a well-labeled diagram.	3+7=10
7.	What are the steps involved in designing a channel system? How will you select channel partners?	7+3=10
8.	Explain the new product development stages? Demonstrate the Resonance model of brand equity.	4+6=10

[2]

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REV-00 MBA/74/79

MASTER of BUSINESS ADMINISTRATION SECOND SEMESTER MARKETING MANAGEMENT MBA -201

(Use Separate Answer Scripts for Objective & Descriptive)

[PART-A : Objective]

Duration : 3 hrs.

Time : 20 min.	Marks: 20
Choose the correct answer from the	e following: 1×20=20
 Which one is a selling task? a. Outside order taking c. Product delivery 	b. Inside order taking d. All of the above
2. A brand can be aa. Product mixc. Product name	b. Product feature d. Product utility
 A brand includes a. Combination of name and symbol c. Logo or mark 	b. design d. All of the above
4. Which is/are the elements of promotiona. Public Relationsc. Personal selling	on mix? b. Exhibitions and trade fairs d. All of the above
5. Product line coversa. Department storesc. Same customer groups	b. Assortment of related productsd. All of the above
 6. Which is the task of advertising a. Providing information about the product c. Behavioral reinforcement 	b. Image building d. All of the above
7. AMA stands fora. Asian Management Associationc. Asian Marketing Association	b. American Marketing Association d. All Marketing Activities
 8. A product's is the place it o competing brands. a. Image c. Position 	occupies in the mind of consumers relative to the b. Attribute d. Segment
9. USP is a. Unique Selling Point c. Unique Sales Product	b. Unique Selling Proposition

Full Marks: 70

[1]