



**MASTER of BUSINESS ADMINISTRATION  
SECOND SEMESTER  
MARKETING MANAGEMENT  
MBA –201**

( 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. Which one is a selling task?
  - a. Outside order taking
  - b. Inside order taking
  - c. Product delivery
  - d. All of the above
2. A brand can be a
  - a. Product mix
  - b. Product feature
  - c. Product name
  - d. Product utility
3. A brand includes
  - a. Combination of name and symbol
  - b. design
  - c. Logo or mark
  - d. All of the above
4. Which is/are the elements of promotion mix?
  - a. Public Relations
  - b. Exhibitions and trade fairs
  - c. Personal selling
  - d. All of the above
5. Product line covers
  - a. Department stores
  - b. Assortment of related products
  - c. Same customer groups
  - d. All of the above
6. Which is the task of advertising
  - a. Providing information about the product
  - b. Image building
  - c. Behavioral reinforcement
  - d. All of the above
7. AMA stands for
  - a. Asian Management Association
  - b. American Marketing Association
  - c. Asian Marketing Association
  - d. All Marketing Activities
8. A product's \_\_\_\_\_ is the place it occupies in the mind of consumers relative to the competing brands.
  - a. Image
  - b. Attribute
  - c. Position
  - d. Segment
9. USP is
  - a. Unique Selling Point
  - b. Unique Selling Proposition
  - c. Unique Sales Product
  - d. Utility Sales Potential