

**MASTER OF COMMERCE
FIRST SEMESTER [REPEAT]
MARKETING MANAGEMENT
MCM - 101**

**SET
A**

[USE OMR SHEET FOR OBJECTIVE PART]

Duration: 3 hrs.

Full Marks: 70

Time: 30 mins.

Marks: 20

(Objective)

Choose the correct answer from the following:

1 × 20 = 20

1. Which of the following can be marketed?
 - a. Goods
 - b. Ideas
 - c. Experiences
 - d. All the above
2. The essence of Customer Relationship Management thinking originates from:
 - i) Customer orientation
 - ii) Profit motivation
 - iii) Relationship marketing
 - iv) database marketing
 - a. i & ii
 - b. i, ii, & iii
 - c. i, iii, & iv
 - d. i, ii, iii, & iv
3. Assertion (A): Marketing Myopia occurs when an enterprise focuses more on selling products rather than understanding and meeting customer needs.
Reason (R): Enterprises experiencing Marketing Myopia often neglect market research and innovation, leading to a short-term focus on profit rather than long-term customer satisfaction.
 - a. Both A & R are true, and R is the correct explanation of A
 - b. Both A & R are true, but R is not the correct explanation of A
 - c. A is true, but R is false
 - d. A is false, but R is true
4. Which of the following combinations includes both internal and external factors in an enterprise's marketing environment?
 - a. Market intermediaries, suppliers, regulatory policies, competitors
 - b. Organisational culture, employee skills, inflation, technical advancement
 - c. Management philosophy, leadership, work culture, human resources
 - d. Political climate, competitive scenario, consumer preference, festivals
5. Match the following:

Bases of Segmentation	Parameters of specific segmentation
i) Demographic	A) Purchase actions, Usage rate
ii) Geographic	B) Age, Gender, Income
iii) Psychographic	C) Urban, Rural, Climate
iv) Behavioural	D) Lifestyles, Values, Interests
a. i-A, ii-B, iii-C & iv-D	b. i-B, ii-C, iii-A & iv-B
c. i-C, ii-B, iii-D & iv-A	d. i-B, ii-C, iii-D & iv-A

6. At which level of market segmentation does an enterprise focus on very small segments, sometimes down to individual customers?
- Micro-segmentation
 - Segment marketing
 - Mass marketing
 - Niche marketing
7. The key criterion/criteria for evaluating the attractiveness of a market segmentation is/are:
- Segment's size and growth potential
 - Segment's profitability
 - Segment's accessibility and reachability
 - All the above
8. What best describes the 'Augmented Product' level in Phillip Kotler's Five Product Levels model?
- The fundamental need or want that the product satisfies
 - Additional features, services, or benefits that differentiate from the competitors
 - The basic version of the product with only essential features
 - The set of features that customers expect when they purchase the product
9. 'X' is the term used to describe the added value that a brand name gives to a product beyond its functional benefits. What is 'X' here?
- Brand awareness
 - Brand loyalty
 - Brand equity
 - Brand extension
10. Statement I: Innovators and Early Adopters are the first to adopt new technologies and products.
Statement II: Laggards are typically the last group to adopt new innovations due to their focus on traditions and resistance to change.
- Both Statement I and Statement II are true
 - Both Statement I and Statement II are false
 - Statement I is true, but Statement II is false
 - Statement I is false, but Statement II is true
11.stage of the new product development process involves the highest level of strategic thinking and analysis.
- Idea generation
 - Idea screening
 - Concept development & testing
 - Marketing strategy development
12. Assertion (A): Sales promotions can lead to an immediate increase in sales volume for a product.
Reason (R): Sales promotions often result in short-term profit margins due to the discounts offered.
- Both A & R are true, and R is the correct explanation of A
 - Both A & R are true, but R is not the correct explanation of A
 - A is true, but R is false
 - A is false, but R is true
13. Match the following:
- | Distribution Channel | Description |
|----------------------|------------------------------------|
| i) Wholesaler | A) Sell directly to consumers |
| ii) Retailer | B) Assist in storage and transport |

- iii) Agent C) Buys products in bulk
 iv) Manufacturer D) Facilitates transactions but does not take title
 v) Logistics provider E) Produces goods
- a. i-B, ii-E, iii-C, iv-A, & v-D b. i-B, ii-C, iii-A, iv-D, & v-E
 c. i-C, ii-B, iii-A, iv-D, & v-E d. i-C, ii-A, iii-D, iv-E, & v-B
14.products are those that consumers purchase frequently, with minimal effort and thought, while.....products require extensive research and comparison before a purchase decision is made.
 a. Convenience, Specialty b. Shopping, Convenience
 c. Convenience, Shopping d. Specialty, Unsought
15.motives are influenced by the tangible attributes of a product, such as its quality and features, while.....motives are driven by intangible factors like personal beliefs, emotions, and social influences.
 a. Rational, Emotional b. Emotional, Rational
 c. Emotional, Practical d. Rational, Psychological
16. Which stage of the consumer buying process involves the consumer comparing different brands and models to make an informed purchase decision?
 a. Problem recognition b. Information search
 c. Evaluation of alternatives d. Post-purchase behaviour
17. The distribution strategy involving an enterprise granting exclusive rights to a very few or a single distributor to sell its products within a specific geographical area called:
 a. Intensive distribution b. Exclusive distribution
 c. Selective distribution d. Direct distribution
18. Statement I: The internal environment of service marketing does not include factors like organisational culture, employee skills, and operational efficiency.
 Statement II: External factors such as economic conditions, technological advancements, and regulatory environment are fully within the control of the service provider.
 a. Both Statement I and Statement II are true b. Both Statement I and Statement II are false
 c. Statement I is true, but Statement II is false d. Statement I is false, but Statement II is true
19. Match the following:
- | Elements of Service Marketing Mix | Description |
|--|--|
| i) Product | A) The methods used to influence consumer perceptions |
| ii) Price | B) The system and flow used to deliver what is being offered |
| iii) Promotion | C) The environment and tangible cues that aid the delivery |
| iv) Place | D) The cost assigned for the consumption |
| v) People | E) The personnel and interactions involved in the process |
| vi) Process | F) The core offering or bundle of benefits |
| vii) Physical Evidence | G) The channels and locations utilized for service delivery |
| a. IF, IID, IIIA, IVG, VE, VIB, & VIIC | b. IA, IIB, IIIC, IVD, VE, VIF, VIIG |
| c. IG, IIF, IIIB, IVC, VA, VID, VIIE | d. IB, IIC, IIIA, IVG, VD, VIE, VIIF |

20. Assertion (A): Long-term customer relationships are best maintained by frequently offering discounts to customers.
Reason (R): Excellent customer service helps in building trust and satisfaction, which are essential for sustaining long-term relationships.
- Both A & R are true, and R is the correct explanation of A
 - Both A & R are true, but R is not the correct explanation of A
 - A is true, but R is false
 - A is false, but R is true

(Descriptive)

Time : 2 Hr. 30 Mins.

Marks : 50

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

- Evaluate the strategies a marketer can adopt at different product life cycle stages. 10
- Analyse the various marketing philosophies/concepts. How are these concepts different from each other? 5+5=10
- Explore the essential steps in creating a distinct image of the brand in the target customer's mind. 10
- Identify the external factors influencing an enterprise's smartphone business. 5+5=10
 - Analyse the factors influencing pricing decisions.
- What are the common criteria used to select a celebrity for brand endorsement? Illustrate the challenges to the celebrity endorsement of the brand with relevant examples. 5+5=10
- Analyse the factors influencing consumer decision-making. 5+1+1+3=5
 - Define marketing research and service quality. How marketing research helps in enhancing service quality.
- Elaborate on the Howard and Sheth model of consumer behaviour. 10
- Critically evaluate the SERVQUAL model. 10

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