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Roll No.:	An Annual (Nov
Invigilator's Signature :	

CS/MBA(NEW)/SEM-2(FT)/MB-208/20102010 MARKETING MANAGEMENT

Time Allotted: 3 Hours Full Marks: 70

The figures in the margin indicate full marks. Candidates are required to give their answers in their own words as far as practicable.

GROUP - A

(Multiple Choice Type Questions)						
1.	Cho	ose t	he correct alternatives fo	or an	y ten of the following: $10 \times 1 = 10$	
	i)		is the task of hi	ring,	training and motivating	
	able employees who want to serve customers well.					
		a)	Integrated marketing	b)	Internal marketing	
		c)	External marketing	d)	Intuitive marketing.	
	ii) Overall cost leadership, and focus ar				and focus are the	
	three generic strategies put forward by Michael Porter.					
		a)	integration	b)	sustainability	
		c)	differentiation	d)	competition.	

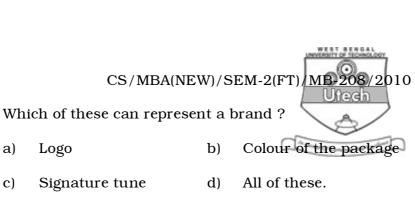
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- iii) MOA stands for

 a) Marketing Opportunity Analysis
 - b) Marketing Organisation Analysis
 - c) Managerial Operation Analysis
 - d) Managerial Opportunity Analysis.
- iv) SBU stands for
 - a) Simple Business Unit
 - b) Strategic Business Unity
 - c) Strategic Business Unit
 - d) Simple Business Unity.
- v) Customer need identification was first considered in the concept.
 - a) selling b) marketing
 - c) societal marketing d) production.
- vi) When a company sees its competitors as all the companies that compete for the same consume rupee, it is called
 - a) industry competition b) form competition
 - c) generic competition d) brand competition.
- vii) Word of mouth marketing is otherwise termed as
 - a) synchro marketing b) viral marketing
 - c) green marketing d) B2B marketing.
- viii) The array of product which a particular seller has to offer is termed as
 - a) product line b) product depth
 - c) product breadth d) product consistency.



X) Marketing Myopia is

Logo

ix)

a)

c)

- defective condition of human eye a)
- b) short sighted view of marketing
- launching new product c)
- d) way of exploiting customers.
- A method of estimating future demand is xi)
 - a) survey of buyer's intention
 - b) post sales analysis
 - c) expert opinion
 - all of these. d)
- xii) Which of the following is not a type of customer?
 - a) **Initiators**
- b) Early adopters
- Laggards c)
- d) Innovators.

GROUP - B

(Short Answer Type Questions)

Answer any three of the following.

 $3 \times 5 = 15$

- 2. Compare and contrast marketing with selling.
- 3. With the aid of a diagram, elaborate the stages in the PLC of a product.

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- 4. Discuss the importance of branding to a marketer.
- 5. When does a firm opt for skimming pricing policy?
- 6. Narrate the steps in personal selling process.

GROUP - C

(Long Answer Type Questions) Answer any *three* of the following. $3 \times 15 = 45$

- 7. Give a model of consumer decision-making process.
- 8. What are the different elements of Promotion-Mix? Compare the strengths and weaknesses of any three promotional elements. 6+9
- What are the major components of the marketing environment of a firm? Comment on five such major components and their impact on an automobile company in India in the today's context.
- 10. a) Explain Brand equity.
 - b) What are the different branding techniques available to a firm?
 - c) What are the conditions which are favourable to adopt branding decisions? 5 + 5 + 5
- 11. a) Explain the concept of STP and state its significance to strategic marketing planning.
 - b) What are the different market targeting strategies that a company can adopt ? 7 + 8

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