



Name :

Roll No. :

Invigilator's Signature :

**CS/MBA(NEW)/SEM-2(FT)/MB-208/2010
2010
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. Choose the correct alternatives for any *ten* of the following :
10 × 1 = 10
- i) is the task of hiring, 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 are the three generic strategies put forward by Michael Porter.
- a) integration b) sustainability
c) differentiation d) competition.



- 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.

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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. $6 + 9$
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. $6 + 9$
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 ? $7 + 8$