



Name :

Roll No. :

Invigilator's Signature :

CS/MBA/SEM-2 (FT)/MB-208/2013

2013

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 :
 $10 \times 1 = 10$

i) The marketing objective for a product in the stage of the product life cycle is to promote consumer awareness and stimulate trial.

- a) Introduction b) Growth
- c) Maturity d) Decline.

ii) Another name of multiproduct branding is

- a) dual branding b) mixed branding
- c) corporate branding d) co-branding.



- iii) Supply chain management impacts all of the following aspects of the marketing mix strategy **except**
- a) the target market selection decisions
 - b) product mix decisions
 - c) pricing decisions
 - d) promotion decisions.
- iv) Today's marketers need
- a) neither creativity nor critical thinking skills
 - b) both creativity and critical thinking skills
 - c) critical thinking skills but not creativity
 - d) creativity but not critical thinking skills.
- v) In the relationship marketing firms focus on relationship with
- a) short term; customers and suppliers
 - b) long term; customers and suppliers
 - c) short term; customers
 - d) long term; customers.



vi) The process of dividing a total market into market groups so that persons within each group have relatively similar product needs is called

- a) segmenting
- b) differentiating
- c) target marketing
- d) concentrating.

vii) Hyderabad-based A.K. Foods is one of the leading food and beverage companies in the Eastern region. Its includes biscuits, edible oils, masalas, pickles, syrups. Its pickle includes regular pickle, sweet prickle, tamarind chutney and delight pickle.

- a) product mix; product unit
- b) product line; product mix
- c) product unit; product tangibility
- d) product mix; product line.

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viii) Positioning a product is based on

- a) the price charged for the product
- b) the promotional pitch for the product
- c) product characteristics
- d) all of these.

ix) Psychographic segmentation refers to

- a) religion
- b) race
- c) country size
- d) life style.

x) Spencer's wants to learn about consumer attitudes toward mail order purchases and conducts a study to acquire this information; this study would best be classified as collecting data.

- a) casual
- b) experimental
- c) primary
- d) secondary.



xi) Amul cheese represents which type of product for most consumers ?

- a) Unsought
- b) Speciality
- c) Convenience
- d) Industrial.

xii) The chief purpose of is to reach a better understanding of the research problem. This includes helping to identify the variable which should be measured within the study.

- a) exploratory research
- b) descriptive research
- c) causal research
- d) social research.

GROUP - B
(Short Answer Type Questions)

Answer any *three* of the following. $3 \times 5 = 15$

2. What do you mean by positioning ? How does it differ from targeting ?
3. What decisions are required in the operationalisation of the product life cycle ? For a mature product category, like cooking oil, how would you use the PLC to plan your future investment or divestment in the product category ?

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4. Explain the term 'Strategic Planning Gap' with a neat graph and suitable example.
5. Write a note on BCG Matrix and its applicability on the positioning of a player in the market.
6. What is the unique characteristic of a "Tourism Product", as different from other products and services ? Explain.

GROUP - C
(Long Answer Type Questions)

Answer any *three* of the following. $3 \times 15 = 45$

7. a) Explain the concept of STP and its significance to strategic marketing planning.

b) Help a firm carry out market segmentation, targeting and positioning with regard to the following :
 - i) DTH (Direct to Home) Television Service
 - ii) Luggage and related accessories
 - iii) Ready to Eat range of product. 7 + 8
8. a) Explain consumer decision making process with the help of a suitable consumer behaviour model.

b) State the essential differences in consumer purchase behaviour between consumer goods and industrial goods. 8 + 7



9. a) What is a product ? Discuss the different levels of a product.
- b) Enumerate the different steps involved in the new product development process.
- c) What is differentiation ? Give examples. $4 + 9 + 2$
10. a) Distinguish between cost based pricing and value based pricing.
- b) What is Target Profit Pricing ? Explain how break even volume can be calculated with the help of a diagram.
- c) What are the different product pricing strategies that marketers can take help of ? Explain each briefly.
- $3 + 5 + 7$
11. Write short notes on any *three* of the following : 3×5
- a) Branding strategy
- b) IMC
- c) Role of Marketing Research in decision making
- d) Different advertising media
- e) PEST Analysis.