								tech	
Nan	1e:	•••••	• • • • • • • • • • • • • • • • • • • •	•••••	• • • • • •			<b>A</b>	
Roll	<i>No.</i> :			• • • • • • • • • • • • • • • • • • • •			Annay's	ratings and Experient	
Invig	gilato	r's Si	gnature :						
			CS	S/MBA/S	EM-2	2 (FT)	/MB-20	8/201	3
				2013					
			MARKETI	NG MAI	NAG	EME	ENT		
Time	e Allo	tted :	3 Hours		Full Mar			arks : 7	ks : 70
		The	e figures in the	e margin ii	ndica	te full	marks.		
Ca	ndida	ates a	are required to as	give their s far as pra			their ow	n words	;
				GROUP -	A				
			( Multiple C	hoice Typ	e Qu	estio	ns )		
1.	Cho	ose t	he correct alt	ernatives 1	for ar	ny ten		ollowing × 1 = 10	
	i)	The	marketing	objective	for	· a	product	in tł	16
				stage of	the	produ	ct life c	ycle is t	t
		pror	note consume	er awarene	ess ar	nd stir	nulate tr	ial.	
		a)	Introduction		b)	Grow	vth		
		c)	Maturity		d)	Decli	ine.		

Another name of multiproduct branding is

b)

d)

mixed branding

[ Turn over

co-branding.

dual branding

corporate branding

ii)

a)

c)

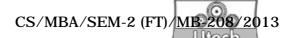
25010 (MBA)

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

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

d)

long term; customers.



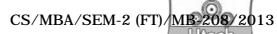
- vi) The process of dividing a total market into market groups so that persons within each group have relatively similar product needs is called
  - a) segmenting
  - b) differentiating
  - c) target marketing
  - d) concentrating.
- vii) Hyderabad-based A.K. Foods is one of the leading food and beverage 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)	Posi	tioning a product is bas	sed or	1 Ungan				
	a)	the price charged for t	he pı	roduct				
	b)	the promotional pitch	for th	e product				
	c)	product characteristics						
	d)	all of these.						
ix)	Psychographic segmentation refers to							
	a)	religion	b)	race				
	c)	country size	d)	life style.				
x)	Spe	ncer's wants to learn	abo	ut consumer attitudes				
	toward mail order purchases and conducts a study to							
	acqı	uire this information;	this	study would best be				
	classified as collecting data.							
	a)	casual	b)	experimental				
	c)	primary	d)	secondary.				

25010 (MBA)



Industrial.

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

d)

- 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

Convenience

c)

- 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?

25010 (MBA)

5

[ Turn over

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

- 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.

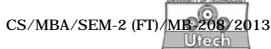
## **GROUP - C** ( Long Answer Type Questions )

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 :  $3 \times 5$ 
  - a) Branding strategy
  - b) IMC
  - c) Role of Marketing Research in dicision making
  - d) Different advertising media
  - e) PEST Analysis.

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