

**MASTER OF BUSINESS ADMINISTRATION
SECOND SEMESTER
MARKETING MANAGEMENT-II
MBA-201**

Duration : 3 hrs.

Full Marks: 70

(PART-A: Objective)

Time : 20 min.

Marks : 20

Choose the correct answer from the following:

1X20=20

1. Full form of USP is _____
 - a. Unique selling proposition
 - b. Unique selling Position
 - c. Unique sale Position
 - d. Universal selling proposition
2. Allocation of resources is a type of _____
 - a. Functional strategy
 - b. Corporate strategy
 - c. Operational strategy
 - d. Strategic planning
3. Which among the following is a survey method of demand forecasting?
 - a. Expert Opinion
 - b. Trend Analysis
 - c. System Analysis
 - d. None of the above
4. The trends that reflect the change in the demand for a product during diverse phases of a business cycle are known as _____
 - a. Secular trend
 - b. Seasonal trend
 - c. Cyclical trend
 - d. Random trend
5. Which among the following is not a strategy under Ansoff Matrix?
 - a. Product Development
 - b. Portfolio Management
 - c. Diversification
 - d. Market Penetration
6. As per BCG Matrix Low Growth High Share is represented by
 - a. Dog
 - b. Cow
 - c. Question Mark
 - d. Star
7. The concept of preventing customers from switching to a competitor is known as
 - a. Customer Retention
 - b. Customer Acquisition
 - c. Customer Satisfaction
 - d. Customer Loyalty
8. Basic Customer Acquisition Process is the conversion of the customer from:
 - a. Potential - Lead - Prospect
 - b. Potential - Prospect - Lead
 - c. Lead - Prospect- client
 - d. Prospect - Potential - Lead
9. Group of customers driven by rationality and common sense are referred as
 - a. Heart loyal customers
 - b. Head loyal customers
 - c. Hand loyal customers
 - d. Hard loyal customers

10. Organisational buying or Institutional buying is _____
- B2C
 - B2B
 - C2B
 - B2D
11. Hybrid study of the demography, geography and sociology for segmenting the market is known as _____
- Geodemography
 - Technographics
 - Demographic
 - Sociographic
12. When segmentation is done based on previous interactions of a customer with a brand it is _____
- Firmographic segmentation
 - Physiographic segmentation
 - Psychographic segmentation
 - Transactional segmentation
13. Establishing strong brand equity is a strategy during _____ stage of a product
- Growth
 - Introduction
 - Maturity
 - Decline
14. Efficiency gained with experience and practice is known as _____
- Diminishing returns effect
 - Learning curve effect
 - Expertise
 - None of the above
15. An action or strategy carefully planned to achieve a specific end is _____
- Concept
 - Project
 - Goal
 - Tactic
16. Retrenchment strategy is generally followed during the period of _____ of a business
- Boom
 - Maturity
 - Decline
 - None of the above
17. Currently marketing must be understood in a new sense that can be characterized as _____
- Get there first with the most.
 - Management of youth demand.
 - Satisfying customer needs.
 - Telling and selling.
18. Which of the following refers to marketing channel?
- Integrated Marketing Communication
 - Distribution
 - Marketing Myopia
 - Retailing
19. Buying goods and services for further processing or for use in the production process refers to _____
- Consumer markets
 - Government markets
 - Business markets
 - International markets
20. The buying process starts from which one of the following stages in which the buyer recognizes a problem or need
- Need recognition
 - Evaluation of alternative
 - Information search
 - Purchase decision

(PART-B : Descriptive)

Time: 2 HRS 40 MINS

Marks : 50

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

1. What do you mean by marketing strategy? Discuss broadly the three types of marketing strategies 2+8=10
2. What is demand forecasting? Discuss the Survey and Statistical methods of demand forecasting. 2+8=10
3. Write short note on: a)marketing intelligence b)Ansoff matrix 5+5=10
4. What is Customer Retention? Discuss different strategies for retaining customers. 3+7=10
5. Write short note on 5+5=10
 - a)Customer loyalty
 - b)CRM
6. Discuss the contemporary bases of segmentation with examples. 10
7. What is a product? Discuss how product lifecycle can be a basis for setting product strategy. 2+8=10
8. What is marketing communication? Discuss its role and significance 2+8=10

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