

MASTER OF COMMERCE
FIRST SEMESTER [REPEAT]
MARKETING MANAGEMENT AND CONSUMER BEHAVIOUR
MCM – 104

**SET
A**

[USE OMR SHEET FOR OBJECTIVE PART]

Duration: 3 hrs.

Full Marks: 70

Time: 30 mins.

(Objective)

Marks: 20

Choose the correct answer from the following:

1 × 20 = 20

- The environmental factors that may influence the consumer purchase decisions are _____
 - Culture
 - Family
 - Income
 - All of the above
- The _____ concept determines the importance of customers and their needs and wants.
 - Marketing
 - Product
 - selling
 - None of the above
- Engel Kollat and Blackwell model was developed in the year _____.
 - 1960
 - 1968
 - 1958
 - None of the above
- A _____ is any unit of input to any of the senses.
 - Motivation
 - Stimulus
 - Perception
 - None of the above
- _____ refers to the place that the brand occupies in the mind of the customers.
 - Marketing
 - Selling
 - Positioning
 - None of the above
- Which of the following is the first stage in consumer decision process?
 - Problem Recognition
 - Alternative evaluation
 - Purchase
 - Post purchase behavior
- A brand has _____
 - Personality
 - Culture
 - Physical qualities
 - All of the above
- _____ is also termed as consumer zapping _____
 - Perceptual blocking
 - Perceptual defense
 - Both a and b
 - None of the above
- A brand is a _____
 - Name
 - Sign
 - Symbol
 - All of the above

10. Marketing is a _____ process
 - a. Quantitative
 - b. Managerial
 - c. Logical
 - d. All of the above
11. Any paid form of non-personal presentation of ideas, goods or by an identified sponsor is called as: __
 - a. Advertising
 - b. Sales planning
 - c. Marketing
 - d. Post purchase behavior
12. The task of creating strong customer loyalty is called _____ marketing.
 - a. Digital
 - b. Relationship
 - c. Retail
 - d. None of the above
13. The Product Life Cycle is generally divided into _____ stages
 - a. Three
 - b. Four
 - c. Five
 - d. None of the above
14. _____ pricing strategy is the process of setting high prices based on value of the product.
 - a. Skimming
 - b. Neutral
 - c. Penetration
 - d. None of the above
15. CRM stands for _____
 - a. Customer Relationship Management
 - b. Customer Retail Management
 - c. Consumer Relationship Management
 - d. None of the above
16. Market _____ is a process of dividing a market into distinct need, characteristic or behavior who might require separate product or marketing mixes
 - a. Research
 - b. Segmentation
 - c. Organization
 - d. None of the above
17. _____ is a driving force within individuals that implies them to action.
 - a. Motivation
 - b. Need
 - c. Goals
 - d. None of the above
18. In marketing USP stands for _____
 - a. Unique Selling Product
 - b. Unique Sale Purchase
 - c. Unique Selling Proposition
 - d. None of the above
19. Marketing environment consist of _____ environment
 - a. Macro
 - b. Micro
 - c. Both a and b
 - d. None of the above
20. Marketing _____ is the near sighted focus on selling goods and services to the customers.
 - a. Myopia
 - b. Management
 - c. Jargons
 - d. None of the above

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(Descriptive)

Time : 2 Hr. 30 Mins.

Marks : 50

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

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|---|--------|
| 1. Explain in brief about marketing concepts. | 10 |
| 2. What is meant by Market segmentation? Mention in brief about demographic segmentation. | 5+5=10 |
| 3. What is meant by positioning? Elaborate in brief about product life cycle. | 2+8=10 |
| 4. What is meant by Consumer Behavior?
Explain in brief about consumer decision making process. | 2+8=10 |
| 5. Who are termed as reference group for consumers?
Discuss the influence of technology on consumer behaviour. | 5+5=10 |
| 6. What is meant by market research? Explain the importance of market research. | 2+8=10 |
| 7. Describe about Brand and Co-branding. | 5+5=10 |
| 8. What is meant by perception? Explain in brief about Howard Sheth Model. | 2+8=10 |

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