

MASTER OF COMMERCE
FIRST SEMESTER
MARKETING MANAGEMENT
MCM – 101

**SET
B**

[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

1. _____ are formal statements of expected product performance by the manufacturer.
 - a. Guarantees
 - b. Warranties
 - c. Both a & b
 - d. Neither a nor b
2. Which motives are based on logical reasoning and a careful evaluation of product features, benefits and value for money?
 - a. Emotional motives
 - b. Social motives
 - c. Rational motives
 - d. Cultural motives
3. High-involvement and infrequent purchases are associated with:
 - a. Habitual decision making
 - b. Routine decision making
 - c. Limited decision making
 - d. Extended decision making
4. Which of the following is *NOT* true concerning consumer behaviour?
 - a. It varies from person to person
 - b. It is a systemic process
 - c. It is not complex
 - d. It is influenced by various
5. The characteristics of services are:
 1. Tangibility
 2. Inseparability
 3. Perishability
 4. Variability
 - a. 1, 2, 3, & 4
 - b. 2, 3 & 4
 - c. 3 & 4
 - d. Only 4
6. Assertion (A) - Service marketing focuses on managing customer interactions, ensuring positive experiences, and involving customers in the co-creation of value.
Reasoning (R) - Customers are often actively involved in the service delivery process.
 - a. Both A & R are correct and R is the correct explanation of A
 - b. Both A & R are correct and R is NOT the correct explanation of A
 - c. A is true but R is false
 - d. A is false but R is true
7. Statement I - The organizational culture and values shape how employees interact with customers and contribute to the overall service environment.
Statement II - Cultural and societal trends influence consumer preferences and expectations.
 - a. Both the statement is true
 - b. Both the statement is false
 - c. Statement I is true and statement II is false
 - d. Statement I is false and statement II is true

8. The factors ensuring consistent service delivery are:
- a. Effective branding, marketing communications, and creating tangible cues within the service environment.
 - b. Standardizing processes, training employees, and implementing quality control measures
 - c. Customer feedback, surveys, and performance indicators
 - d. Culturally sensitivity, recognizing and respecting cultural nuances in communication
9. The delivery gap with respect to service quality gap concerns with
- a. Discrepancy between management perceptions and service quality specifications.
 - b. The discrepancy between customer expectations and perceptions of service quality.
 - c. Discrepancy between service quality specifications and service delivery.
 - d. The discrepancy between customer expectations and management's perceptions of those expectations.
10. Importance of relationship management:
- a. Customer retention
 - b. Customer loyalty
 - c. Positive Word-of-Mouth
 - d. All the above
11. Which of the following cannot be directly identified as a significance of marketing for the firm?
- a. Increase market share
 - b. Building brand equity
 - c. Maintains economic stability
 - d. Gives direction to other functions of the business
12. The concept of 4Ps was introduced by:
- a. NH Borden
 - b. EJ McCarthy
 - c. J Culliton
 - d. P Kotler
13. Who coined the term Marketing Myopia?
- a. Theodore Levitt
 - b. Booms & Bitner
 - c. John Deighton
 - d. Harvard University
14.is one of the challenges of Digital marketing.
- a. Search Engine Optimization
 - b. Native advertising
 - c. Search Engine Marketing
 - d. Algorithm changes
15. Statement I - CRM focus on a long-term relationship with the customer
Statement II - Many CRM-oriented activities, such as knowledge management, cannot be optimized without leveraging the latest technology.
- a. Both the statement is true
 - b. Both the statement is false
 - c. Statement I is true and statement II is false
 - d. Statement I is false and statement II is true
16.utility cannot be directly attributed to the marketing function of a business.
- a. Form
 - b. Place
 - c. Time
 - d. Possession

17. Assertion (A) - Marketers invest huge amounts in promotion activities.
Reasoning (R) - A marketing environment consists of the actors and forces outside marketing that affect marketing management's ability to build and maintain successful relationships with target customers.
- a. Both A & R are correct and R is the correct explanation of A
b. Both A & R are correct and R is NOT the correct explanation of A
c. A is true but R is false
d. A is false but R is true
18. An example of a basis for behavioural segmentation:
- a. Gender
b. Location
c. Life style
d. Usage rate
19. Concentrated targeting is also known as _____.
- a. Mass marketing
b. Local marketing
c. Niche marketing
d. Differentiated marketing
20. Product differentiation can be achieved through:
1. Form
2. Ordering ease
3. Feature
4. Installation process
5. Performance
- a. 1, 2, 3, 4, & 5
b. 1, 3, 4, & 5
c. 1, 2, 4, & 5
d. 1, 3, and 5
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(Descriptive)

Time : 2 Hr. 30 Mins.

Marks : 50

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

1. Explain the potential influence of Integrated Marketing Communication with an illustration. 10
2. What is marketing? Briefly describe the assumptions concerning the different marketing philosophies. 2+8=10
3. Examine the various distribution strategies that a marketer might choose to implement. 10
4. Analyse the attributes associated with every stage of the Product Life Cycle. 10
5. Define segmentation. Elaborate upon the levels of segmenting. 2+8=10
6. Highlight the factors influencing the consumer buying process. 10
7. Provide an overview of the components inherent in the SERVQUAL model. 10
8. Write a short notes on the following: 5+5=10
 - a) Positioning
 - b) Five-stage consumer decision-making process

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