

MASTER OF BUSINESS ADMINISTRATION  
FIRST SEMESTER [REPEAT]  
MARKETING MANAGEMENT- I  
MBA – 102

**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*

1. Which of the following statement is correct?
  - a. Marketing is the term used to refer only to the sales function within a firm.
  - b. Marketing managers usually don't get involved in production or distribution decision.
  - c. Marketing is an activity that considers only the needs of the organization, not the needs of society as a whole.
  - d. Marketing is the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large.
2. What is marketed?
  - a. Goods
  - b. Services
  - c. Experiences
  - d. All of the above
3. Demographic environment does not include \_\_\_\_\_.
  - a. Population Growth
  - b. Gender
  - c. Lifestyle
  - d. Income
4. Diet coke is a \_\_\_\_\_ product.
  - a. Basic
  - b. Augmented
  - c. Generic
  - d. Expected
5. Marketing channel that involves no intermediaries to made their products available to final buyers is classified as:
  - a. Direct Channel
  - b. Indirect Channel
  - c. Static Channel
  - d. Flexible Channel
6. Which one is not the phase of new product development?
  - a. Idea Screening
  - b. Concept Development
  - c. Concept Testing
  - d. Quality Control
7. Name the \_\_\_\_\_ concept which includes low costs and mass distribution.
  - a. Product concept
  - b. Marketing concept
  - c. Production concept
  - d. Selling concept
8. The process of sub- dividing the market is termed as:
  - a. Market segmentation
  - b. Targeting
  - c. Positioning
  - d. None of the above

9. \_\_\_\_\_ is a place where buyers and sellers gathered to buy and sell goods?
  - a. Market
  - b. Organisation
  - c. Institution
  - d. None of the above
10. The person who intentionally/unintentionally influences the decision to buy the actual purchase and/or use of product or service.
  - a. Initiator
  - b. User
  - c. Buyer
  - d. Influencer
11. Selling woolens in Kashmir is an example of
  - a. Geographic Segmentation
  - b. Behavioral Segmentation
  - c. Demographic Segmentation
  - d. Socio Cultural Segmentation
12. People who are suspicious of change and innovations are referred as
  - a. Laggards
  - b. Late adapters
  - c. Innovators
  - d. None of the above
13. Which among the following is not a parameter of psychographic segmentation
  - a. Activities
  - b. Interest
  - c. Opinions
  - d. Location
14. Sales are low during which phase of Product Life Cycle
  - a. Introduction Stage
  - b. Growth Stage
  - c. Decline Stage
  - d. Both a & c
15. Total number of product variations in a product line is known as \_\_\_\_\_
  - a. Product Depth
  - b. Product width
  - c. Product length
  - d. Product line
16. This method of pricing aims at high price at early stage of the product
  - a. Penetration Pricing
  - b. Skimming Pricing
  - c. Cost Plus Pricing
  - d. Demand based Pricing
17. If a product like ice cream is getting purchased on regular basis then it is important to sell it through:
  - a. Personal Selling
  - b. Many retailers
  - c. Direct selling to the consumer from ice cream factory
  - d. The producer gives it to the wholesaler then they will sell it to the consumers
18. Wholesalers have all the rights related to the product except:
  - a. Break the bulk quantities into small deliveries to supply the retailers.
  - b. Providing credit facilities to their retailers
  - c. Arrangement of delivery for the retailer so they can receive the product
  - d. They can't put the product on display for the customers
19. Advertisement, direct selling, and sales promotion these all are the part of which Ps of the market mix?
  - a. Product
  - b. Promotion
  - c. Place
  - d. Physical Evidence

20. In general, a company needs to avoid three major positioning errors. Which of the following is not one of those errors?
- a. Repositioning
  - b. Under positioning
  - c. Over positioning
  - d. Confused positioning
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**( Descriptive )**

Time : 2 Hr. 30 Mins.

Marks : 50

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

1. What is marketing? Discuss the evolution journey of "Marketing Concept". 3+7=10
2. What is target marketing? Discuss Michael Porter's Five Forces Model. 3+7=10
3. What is branding? Why is branding important for an organization? Discuss five key characteristics for selecting effective brand elements. 2+3+5=10
4. Why is pricing important for an organization? Discuss Cost oriented pricing techniques. 4+6=10
5. What do you understand by Integrated Marketing Communication Mix? Discuss any four tools of IMC. 2+8=10
6. What is consumer behavior? Discuss the difference between consumer market and business market. 4+6=10
7. Write short notes on : 5+5=10
  - a) Product level model
  - b) Relationship Marketing
8. What do you mean by marketing environment? Discuss the macro factors of marketing environment. 4+6=10

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