

MASTER OF BUSINESS ADMINISTRATION  
FIRST SEMESTER  
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*

- The term "Marketing Myopia" was coined by
  - Philip Kotler
  - Henry Ford
  - Theodore Levitt
  - None of the above
- A company is always looking forward to enhance the quality of its product and tries to come out with advanced products. Which Philosophy is the company following?
  - Marketing
  - Product
  - Production
  - Selling
- Which of the following are consumer response bases for segmentation?
  - Occasions
  - Benefits
  - User Status
  - All of the above
- AMA stands for
  - Asian Management Association
  - All Marketing Activities
  - American Marketing Association
  - Asian Marketing Association
- The product life cycle stage in which market acceptance of product is rapid and profit increases is
  - Growth Stage
  - Introductory Stage
  - Maturity Stage
  - Declining Stage
- Marketing philosophy can be best explained as
  - Creating the market and selling products
  - Facilitating satisfying exchange relationship with customer
  - Distributing products at the right price to market.
  - Creating demand for profit maximization
- Which is/are the elements of promotion mix?
  - Public relations
  - Exhibitions and trade fairs
  - Personal selling
  - All of the above
- USP is
  - Unique Selling Point
  - Unique Selling Proposition
  - Unique Sales Product
  - Utility Sales Potential
- Price of a shoe is 299/-. This is an example of \_\_\_\_\_ pricing.
  - Penetration
  - Psychological
  - Cost Plus
  - Skimming

10. Which of the following is not controllable variable of marketing management?
  - a. Company
  - b. Customer
  - c. Economic
  - d. None of the above
11. Which is an effective feature of market segmentation?
  - a. Measurability
  - b. Substantiality
  - c. Accessibility
  - d. All of the above
12. Labeling, packaging is associated with
  - a. Price mix
  - b. Product mix
  - c. Place mix
  - d. Promotion mix
13. The next step comes after idea generation is \_\_\_\_\_ which eliminates the greatest large number of ideas from further consideration.
  - a. Business Analysis
  - b. Screening of new product ideas
  - c. Test marketing
  - d. Commercialization
14. It involves a direct contact between buyer and seller, whereby the seller trains to persuade the buyer for buying the company's product
  - a. Social Media
  - b. Personal Selling
  - c. Indirect Selling
  - d. Public Relation
15. \_\_\_\_\_ is the act of getting the desired object from someone by offering something in return.
  - a. Selling
  - b. Market Myopia
  - c. Exchange
  - d. Delivery
16. People who are eager to try new products are \_\_\_\_\_.
  - a. Early Adopters
  - b. Laggards
  - c. Innovators
  - d. None of the above
17. The total number of product variations in a product line is referred as \_\_\_\_\_ in a product mix.
  - a. Width
  - b. Length
  - c. Depth
  - d. Height
18. It refers to the process in which the retailers promote awareness of their goods in order to generate sales from their customers.
  - a. Warehouse marketing
  - b. Retail marketing
  - c. Viral marketing
  - d. None of the above
19. These are the small stores run by an individual in a nearby locality to cater to the daily needs of the customers
  - a. Karyana Store
  - b. Speciality Store
  - c. Department Store
  - d. Warehouse Store
20. Which 'P' is not included in the 7P's of marketing?
  - a. People
  - b. Purpose
  - c. Promotion
  - d. Price



**( Descriptive )**

Time : 2 Hr. 30 Mins.

Marks : 50

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

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|--|--------|
| 1. Discuss the various types of segmentation with examples.  | 10     |
| 2. What do you mean by marketing environment? Discuss the macro factors of marketing environment.  | 4+6=10 |
| 3. Write Short notes on:<br>a) Marketing Myopia<br>b) Product life cycle   | 5+5=10 |
| 4. If a company wants to increase their market share, what are the types of pricing techniques available for them? Why is pricing considered different from the other elements of the marketing mix? | 5+5=10 |
| 5. What is positioning? Discuss the most commonly used types of positioning by the companies.  | 3+7=10 |
| 6. What is retailing? Discuss the strategic planning process in retailing.   | 3+7=10 |
| 7. Discuss the concept of marketing. Explain how need, want and demand are integral part of marketing management   | 5+5=10 |
| 8. What are the main functions of distribution channels? Explain the different types of marketing channels with examples.  | 5+5=10 |

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