

MASTER OF BUSINESS ADMINISTRATION  
SECOND SEMESTER [SPECIAL REPEAT]  
MARKETING MANAGEMENT-II  
MBA – 201

**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*

- Which among the following is not a condition for a successful marketing strategy?
  - Flexibility
  - Understanding the target market
  - USP
  - None of the above
- If a company wants to increase its competitive strength it should work on its
  - Corporate Strategy
  - Business Strategy
  - Operational Strategy
  - Functional Strategy
- The basic approach of \_\_\_\_\_ strategy is to maintain present course and be steady as it goes.
  - Stability
  - Retrenchment
  - Growth
  - None of the above
- These trends reflect the change in the demand for a product during diverse phases of a business cycle.
  - Secular
  - Seasonal
  - Cyclical
  - Random
- Benefits Received minus Cost of the purchase is :
  - Customer Value
  - Customer Loyalty
  - Customer Satisfaction
  - Customer Perception
- BCG in BCG matrix stands for
  - Boston Calmette Group
  - British Consulting Group
  - Boston Corporate Group
  - Boston Consulting Group
- Quick decision making is possible by using:
  - Flow Charts
  - Perception Mapping
  - Feature Comparison Model
  - None of the above
- Customer Expectation, Perceived Value, Perceived Quality leads to:
  - Customer Complain
  - Customer Value
  - Customer Satisfaction
  - Customer life time value
- Which among the following is not a strategy under Ansoff Matrix?
  - Product Development
  - Portfolio Management
  - Diversification
  - Market Penetration

10. Desirability, deliverability, and differentiability are related to :
  - a. Point of Parity
  - b. Point of Differentiation
  - c. Point of Association
  - d. Point of Reference
11. Segmentation in which we study the demographics of a firm is
  - a. Firmographic
  - b. Transactional
  - c. Demographic
  - d. None of the above
12. 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
13. A pull strategy in distribution channel is one where
  - a. Intermediaries convince the customers to buy the products.
  - b. Manufactures involve in lot of promotional efforts.
  - c. Customers demand the products from intermediaries.
  - d. Both b & c
14. This promotion type shows one's product is better than others.
  - a. Persuasive promotion
  - b. Reminding Promotion
  - c. Informative Promotion
  - d. None of the above
15. Portfolio management is a component of \_\_\_\_\_ strategy.
  - a. Corporate
  - b. Functional
  - c. Operational
  - d. Business
16. Brand awareness consists of brand recognition and brand \_\_\_\_\_.
  - a. Identity
  - b. Growth
  - c. Recall
  - d. Presence
17. Consumers might not consider a hand sanitizer truly a hand sanitizer unless they are gels designed to apply topically, contain alcohol that kills the germs present on the skin. The presence of these elements is considered
  - a. Point of Differentiation
  - b. Product Development
  - c. Point of Parity
  - d. None of the above
18. Facebook's acquisition of Whatsapp is an example of \_\_\_\_\_.
  - a. Adjacent growth
  - b. Horizontal Integration
  - c. Vertical Integration
  - d. Retrenchment
19. Only laggards are the customers during this stage
  - a. Growth
  - b. Introduction
  - c. Maturity
  - d. Decline
20. During this stage the focus should shift from product awareness to brand preference which will help to increase the size of the market and sharp increase in sales
  - a. Maturity Stage
  - b. Growth Stage
  - c. Introductory Stage
  - d. Decline Stage

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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 Strategic Planning? Discuss the strategic planning process. 2+8=10
2. What is demand forecasting? Discuss the qualitative methods of demand forecasting. 2+8=10
3. Write Short Notes on (*any two*) 5+5=10
  - a) Neuro Marketing
  - b) Ansoff Matrix and its Strategies
  - c) Porters Value Chain Model
4. What is customer value? Discuss the tangible and intangible components of customer value. 4+6=10
5. Discuss the strategies to be kept in mind while setting price. Why Price is considered the most powerful element of the marketing mix? 6+4=10
6. Elaborate your views on the statement "Research has found that it is 5 to 6 times more expensive to acquire a new customer rather than retaining existing customers." 10
7. Discuss four contemporary bases of segmentation with example. 10
8. Keeping in view the product life cycle, discuss the different strategies for setting a product. 10

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