

Marketing Management

Marks: 75

Instruction

- There will be Five Questions in all.
- Q1 would be compulsory and would carry 20 Marks
- Q8 would be compulsory and would carry 15 Marks
- In addition to Q1 and Q8, there would be six questions (Q2, Q3, Q4, Q5, Q6 and Q7). Each question would carry 10 Marks. Each of these Six Questions will have three sub – questions and each sub – question would carry 05 Marks
- Students have to attempt any four out of the remaining six Questions and within each question; students have to attempt any two out of three sub – questions.

Q1 – Multiple Choice Question (2 Marks each)

20 Marks (**Compulsory**)

1. What does the BCG matrix classify products based on?
 - a) Market growth rate and market share
 - b) Product quality and production cost
 - c) Advertising budget and sales revenue
 - d) Customer satisfaction and brand loyalty
2. What is a key advantage of personal selling over other forms of promotion, especially for complex or new products?
 - a) Wide reach to a large audience
 - b) Limited control over the sales message
 - c) Detailed explanation or demonstration of the product
 - d) Inexpensive compared to advertising
3. Which of the following is a key objective of Integrated Marketing Communication (IMC)?
 - a) Isolating marketing efforts
 - b) Fragmenting communication channels
 - c) Creating a consistent brand message
 - d) Ignoring target audience preferences
4. What essential functions does the distributive channel perform to bridge the gap between producers and users?
 - a) (i) Advertising, (ii) Branding, (iii) Pricing, (iv) Promotion
 - b) (i) Transfer of title, (ii) Physical movement, (iii) Storage, (iv) Communication
 - c) (i) Research and development, (ii) Manufacturing, (iii) Packaging, (iv) Sales
 - d) (i) Negotiation, (ii) Production, (iii) Transportation, (iv) Market analysis
5. In differential pricing, what is the primary reason for charging different prices from different customers?
 - a) To confuse customers
 - b) To maximize profits
 - c) To avoid reselling of products at higher prices
 - d) To eliminate competition

6. _____ Stage introduces a new product in the market.
 - a) Evaluation
 - b) Commercialization
 - c) Feature specification
 - d) Development
7. What is the primary focus of the introduction stage in the product life cycle?
 - a) Maximizing market share
 - b) Rapid sales growth
 - c) Building brand awareness
 - d) Reducing production costs
8. What is product positioning in marketing?
 - a) Maximizing production costs
 - b) Presenting product benefits to a specific target audience
 - c) Reducing competition in the market
 - d) Lowering product prices
9. What is a potential disadvantage of product positioning?
 - a) Focus on a specific target customer group
 - b) Successful creation of a market for a product
 - c) Inability to offer a product wholly for a specific type of customers
 - d) Occupying a distinctive place in the target customer's mind
10. The stage in the buyer decision process in which the consumer is aroused to search for more information is called:
 - a) Information search
 - b) Evaluation of alternatives
 - c) Search for needs
 - d). Perceptual search.

Attempt **Any Four out of Q2, Q3, Q4, Q5, Q6 and Q7.**

- Q2 Any two from (a) or (b) or (c) (5x2) = 10 Marks
- (a) What is the main objective of the BCG matrix in marketing, and how does it help businesses make strategic decisions regarding their product portfolio? (5 Marks)
 - (b) Write a note on Objectives of Promotion. (5 Marks)
 - (c) What are the primary challenges faced by businesses in managing distribution channels for e-commerce? (5 Marks)
- Q3 Any two from (a) or (b) or (c) (5x2) = 10 Marks
- (a) What are pricing objectives in marketing, and how do businesses determine ? (5 Marks)
 - (b) What are some common challenges faced by businesses during the process of new product development (5 Marks)
 - (c) Describe the approaches used to evaluate brands. (5 Marks)
- Q4 Any two from (a) or (b) or (c) (5x2) = 10 Marks
- (a) Briefly describe the process of developing new products. (5 Marks)
 - (b) Explain the categorization of products. (5 Marks)

- (c) What advantages do businesses gain from utilizing market segmentation in their marketing strategies? (5 Marks)

- Q5 Any two from (a) or (b) or (c) (5x2) = 10 Marks
- (a) Explain the factors influencing organizational buying behavior (5 Marks)
 - (b) Explain the concept of Need, Want and Demand (5 Marks)
 - (c) Define marketing environment? Discuss in brief the factors that constitute internal marketing environment. (5 Marks)

- Q6 Any two from (a) or (b) or (c) (5x2) = 10 Marks
- (a) Explain five stages of consumer buying behavior. (5 Marks)
 - (b) Write a short note on importance of marketing. (5 Marks)
 - (c) What are objectives and benefits of marketing. (5 Marks)

- Q7 Any two from (a) or (b) or (c) (5x2) = 10 Marks
- (a) Explain the factors influencing Consumer behavior (5 Marks)
 - (b) Explain the Marketing Opportunities in Rural Market (5 Marks)
 - (c) What are the methods of conducting demand forecasting? (5 Marks)

- Q8 Any three from (a) or (b) or (c) or (d) (5x3) = 15 Marks
- (a) Write a note on Principles of Personal Selling (5 Marks)
 - (b) What are the key stages in the personal selling process, and why is understanding the customer's needs crucial in each stage? (5 Marks)
 - (c) What is sales promotion in marketing, and can you provide examples of various methods or techniques that businesses use to implement sales promotion strategies? (5 Marks)
 - (d) What are the key factors that businesses need to consider when selecting channels of distribution for their products, and how do these factors impact the overall distribution strategy? (5 Marks)