

**Marketing Management**

**Instructions**

**Marks: 75**

- 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 Questions ( 2 Marks Each) (Compulsory)**

1. Marketing is defined by the American Marketing Association as the activity, set of institutions, and processes for \_\_\_\_\_, \_\_\_\_\_, \_\_\_\_\_, and \_\_\_\_\_ offerings that have value for customers, clients, partners, and society at large.  
(a) Making, Arranging, Maintaining and Selling  
(b) Creating, Communicating, Delivering, and Exchanging  
(c) Creating, Advertising, Selling, and Transferring  
(d) Performing, Displaying, Offering, and Exchanging
2. “Many people want BMW, only a few are able to buy” this is an example of \_\_\_\_\_.  
(a) Need (b) Want (c) Demand (d) Status
3. Which of the subsequent BEST describes the environment that contains the larger social group forces that have an effect on the company-level environment—demographic, economic, natural, technological, political, and cultural forces?  
(a). Macroenvironment (b). Microenvironment (c). Both A & B (d). global environment
4. According to the buyer decision process suggested in the text, the first stage is characterized as being one of:  
(a). awareness (b). Information search (c). need recognition (d). demand formulation.
5. Which of the following statements about market segmentation is true?  
(a) It is a process of identifying and profiling distinct groups of buyers who differ in their needs and wants,  
(b) It is a process of creating an image or identity of the product in the minds of the target market.  
(c) It is a process of evaluating each segment’s attractiveness and selecting one or more to enter.  
(d) It involves changing the identity of a product, relative to the identity of competing products, in the collective minds of the target market.
6. A version of products containing only those features which are absolutely necessary for it to function.  
(a) Expected Product (b) Augmented Product (c) Generic Product (d) Potential product
7. Encourage all stakeholders like customers, dealers, employees etc to send ideas to the idea manager and formally recognize the program to reward best new ideas is characteristic of which stage in the “New Product Development Process”.  
(a) Idea generation (b) Idea screening (c) Testing (d) Development
8. In going rate pricing an organization bases its price based on

- (a) Consumers preferences
  - (b) Competitors price
  - (c) Self decision Pricing Decisions
  - (d) None of the above
9. Rolls Royce uses which of the following distribution channel?
- (a) Inclusive Distribution
  - (b) Exclusive Distribution
  - (c) Selective Distribution
  - (d) Intensive Distribution
10. The short term benefit given to the customers to attract more customers is called
- (a) sales promotion
  - (b) inbound promotion
  - (c) outbound promotion
  - (d) organizational promotion

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) Explain the importance of Marketing (5 Marks)
- (b) Explain the various core concepts of marketing (5 Marks)
- (c) What is marketing environment? Discuss in brief the factors that constitute internal environment. (5 Marks)

Q3 Any two from (a) or (b) or (c)

- (a) Explain the process of Marketing Research (5 Marks)
- (b) Explain the stages of Consumer Buying Decision process. (5 Marks)
- (c) Explain the bases for segmentation. (5 Marks)

Q4 Any two from (a) or (b) or (c)

- (a) Explain the stages of the product life cycle. (5 Marks)
- (b) What are the challenges in new product development? (5 Marks)
- (c) What do you mean by pricing? Explain the pricing policies (5 Marks)

Q5 Any two from (a) or (b) or (c)

- (a) Explain the importance of decision relating to the channels of distribution (5 Marks)
- (b) What is promotion mix? What are the tools of promotion mix? (5 Marks)
- (c) Describe various stages of Personal Selling Process. (5 Marks)

Q6 Any two from (a) or (b) or (c)

- (a) Explain the BCG Matrix. (5 Marks)
- (b) Explain the evolution of marketing. (5 Marks)
- (c) Explain the Marketing Opportunities in Rural Market (5 Marks)

Q7 Any two from (a) or (b) or (c)

- (a) Explain the marketing information system. (5 Marks)
- (b) What is Organization Buying Behavior? What are factors influencing for Organizational Buying Behavior? (5 Marks)
- (c) Explain the market targeting strategies (5 Marks)

Q8 Any three from (a) or (b) or (c) or (d)

- (a) Explain the different levels of product. (5 Marks)
- (b) Explain the stages of new product development? (5 Marks)
- (c) Explain the objectives of the pricing. (5 Marks)
- (d) What is sales promotion? Explain different ways of sales promotion. (5 Marks)