

**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 "Dogs" quadrant in the BCG matrix represent?
  - a) Products with high market growth and high market share
  - b) Products with low market growth and high market share
  - c) Products with high market growth and low market share
  - d) Products with low market growth and low market share
2. What is a significant disadvantage of personal selling?
  - a) Limited reach compared to other tools
  - b) Lower impact on customers
  - c) Lower expenses for the sales force
  - d) Faster conversion of prospects to customers
3. Which tool of IMC involves the use of non-personal, paid communication through various media channels?
  - a) Personal Selling
  - b) Public Relations
  - c) Advertising
  - d) Direct Marketing
4. What is the primary purpose of a distributive channel in marketing?
  - a) Generating product demand
  - b) Enhancing product quality
  - c) Bridging the gap between producers and users
  - d) Establishing market competition
5. What does negotiated pricing involve in the differential pricing strategy?
  - a) Setting different prices for different markets
  - b) Deciding prices through bargaining between the customer and seller
  - c) Offering temporary reductions in prices
  - d) Charging the maximum price for a product
6. Presenting new-product ideas to consumers in symbolic or physical ways to measure their reactions occurs during which of the following stages?
  - a) idea generation

- b) concept testing
- c) marketing strategy
- d) Screening
- 7. Which stage of the product life cycle is characterized by intense competition, and companies often invest in product differentiation?
  - a) Introduction
  - b) Growth
  - c) Maturity
  - d) Decline
- 8. What is a key principle of product positioning mentioned in the text?
  - a) It is better to be the last in the market
  - b) Creating a new category is unnecessary
  - c) Understanding competitors' strengths and weaknesses is irrelevant
  - d) Being the first in the market is advantageous
- 9. What is the goal of product differentiation?
  - a) Maximizing production costs
  - b) Lowering product prices
  - c) Distinguishing a product or service from competitors
  - d) Preventing product cannibalization
- 10. 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.

**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 are the key criteria used in the General Electric Model to evaluate business units. (5 Marks)  
(b) What role does personal selling play in the overall marketing strategy of a company, and what are some of the main challenges faced by sales representatives in the field? (5 Marks)  
(c) What is promotion in the context of marketing, and can you provide examples of different types of promotional activities that businesses commonly use to communicate with their target audience? (5 Marks)

**Q3 Any two from (a) or (b) or (c) (5x2) = 10 Marks**  
(a) Describe the various categories of product decisions. (5 Marks)  
(b) Briefly detail the criteria used for segmentation (5 Marks)  
(c) What is product positioning in marketing, and how does effective positioning contribute to a product's success in the market? (5 Marks)

**Q4 Any two from (a) or (b) or (c) (5x2) = 10 Marks**  
(a) Describe the steps in organizational buying process (5 Marks)  
(b) Explain the functions of Marketing. (5 Marks)  
(c) What are the various core concepts of marketing? (5 Marks)

**Q5 Any two from (a) or (b) or (c) ----- (5x2) = 10 Marks**

- (a) Explain SWOT analysis. (5 Marks)
- (b) Explain the stages of Consumer Buying Decision process. (5 Marks)
- (c) Write a detailed note on market positioning with suitable examples (5 Marks)
- Q6 Any two from (a) or (b) or (c) ----- (5x2) = 10 Marks
- (a) What is Consumer Behavior? What are factors influencing for Consumer Behavior? (5 Marks)
- (b) What are industrial products? Classify industrial products giving at least two examples for each. (5 Marks)
- (c) What is Sales Promotions? Explain the different ways of sales promotion. (5 Marks)
- Q7 Any two from (a) or (b) or (c) ----- (5x2) = 10 Marks
- (a) Write in brief the process of evaluating and selecting the market segment for targeting. (5 Marks)
- (b) Define marketing environment? Discuss in brief the factors that constitute external marketing environment. (5 Marks)
- (c) Describe Kotler's Five Product Level Model . (5 Marks)
- Q8 Any three from (a) or (b) or (c) or (d) ----- (5x3) = 15 Marks
- (a) What are the various tools or elements included in the promotion mix? (5 Marks)
- (b) Why are distribution channels considered crucial in the field of marketing, and what role do they play in bridging the gap between producers and consumers? (5 Marks)
- (c) What factors contribute to the success of new product development in a competitive market (5 Marks)
- (d) What do brands mean to you? What are your favourite brands? (5 Marks)