



Name : .....  
Roll No. : .....  
Invigilator's Signature : .....

**CS/MBA (N)/SEM-2 (FT)/MB-208/2012**

**2012**

**MARKETING MANAGEMENT**

*Time Allotted : 3 Hours*

*Full Marks : 70*

*The figures in the margin indicate full marks.*

*Candidates are required to give their answers in their own words  
as far as practicable.*

**GROUP – A**

**( Multiple Choice Type Questions )**

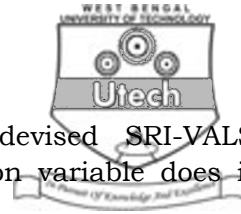
1. Choose the correct answers for any *ten* of the following :

$10 \times 1 = 10$

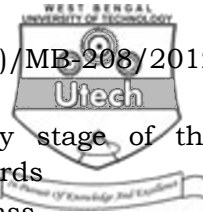
- i) Which of the following is an example of Unsought Good ?
- a) Mercedes Benz Car
  - b) Colgate Toothpaste
  - c) Bharti Axa Life Insurance
  - d) Dove Luxury Soap.
- ii) Boston Consulting Group has come up with BCG Matrix. Which stage of the product, according to this matrix, gives a company maximum returns ?
- a) Question Mark
  - b) Cash Cow
  - c) Star
  - d) Dog.

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[ Turn over



- iii) Stanford Research Institute has devised SRI-VALS Network. Which type of segmentation variable does it deal with ?
- a) Demographic Segmentation
  - b) Psychographic Segmentation
  - c) Geographic Segmentation
  - d) Behavioural Segmentation.
- iv) Which of the following is a marketing mix element of services ?
- a) People
  - b) Physical Evidence
  - c) Process
  - d) All of these.
- v) If a marketer advertises a brand of “after shave lotion”, other items of a shaving kit are automatically advertised. This theory is called Meta Marketing. Name the proponent of this theory.
- a) C. K. Prahlad
  - b) Vikram Pandit
  - c) Mohanbir Sawhney
  - d) Nitin Nohria.
- vi) When a brand is so established in the minds of the people that people often think of the product and the brand to be synonymous. Any branding exercise aims for this ultimate goal. Which of the following brands have reached this goal ?
- a) Cannon
  - b) Xerox
  - c) HP
  - d) Intel.
- vii) If a company introduces same brand name for several products in different markets then company is applying which one of the following brand strategies ?
- a) Product brand strategy
  - b) Line brand strategy
  - c) Rand brand strategy
  - d) Umbrella brand strategy.



- viii) Promotional expenses at the maturity stage of the product life cycle are often directed towards
- creating demand for the product class
  - reminding the consumer to use the product
  - creating primary demand
  - gaining new distributors.
- ix) A company follows a skimming strategy as part of introducing a new product to
- help recover costs of development and to capitalize on the price insensitivity of early buyers.
  - on the price sensitivity of early buyers and to postpone breakeven.
  - discourage competitors and build unit volume.
  - move the product into the maturity stage once primary demand has been created
- x) The bundle of all products offered for sale by a company is called
- Product Mix breadth
  - Product Mix Height
  - Product Mix Length
  - Product Mix Width.
- xi) Which of the following is not a primary data collection tool ?
- Questionnaire
  - Interview
  - Observation
  - Journals.
- xii) Which of the following is not a form of Direct Marketing ?
- Kiosk Marketing
  - Catalogue Marketing
  - Public Relations
  - Telemarketing.

**GROUP - B**

**( Short Answer Type Questions )**

Answer any *three* of the following.  $3 \times 5 = 15$

- What are the prerequisites for preparing a questionnaire for market survey ?
- How does the political and legal environment affect marketing decisions ?



4. Target marketing requires marketers to take three steps. What are they ?
5. Why in your opinion should marketing intermediaries be used ?
6. Highlight the difference between skimming strategy and penetration pricing strategy.

**GROUP – C**

**( Long Answer Type Questions )**

Answer any *three* of the following.  $3 \times 15 = 45$

7. What do you mean by marketing environment ? Write on PEST Analysis. Do a PEST Analysis on a telecom company of your choice in today's Indian context.  $4 + 3 + 8$
8. What do you mean by "Segmentation, Targeting and Positioning" (STP) ? What is its significance to strategic marketing planning ? What are the different market targeting strategies that a company can adopt ?  $6 + 4 + 5$
9. a) What are the elements of marketing environment of business ?  
b) Examine the concept of SWOT analysis, and perform a SWOT analysis to assess the scenario of the mobile phone industry.  $6 + 9$
10. Examine the concept of value chain as propagated by Michael Porter. Explain value chain for primary and support activities with a suitable diagram.  $5 + 10$
11. Write short notes on any three :  $3 \times 5$ 
  - a) Brand equity.
  - b) Significance of Ansoffs Product-Market grid.
  - c) Distinction between advertising and sales promotion.
  - d) DAGMAR approach.
  - e) Steps in setting a pricing policy.