

(6 pages)

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M.B.A. (CBCS) DEGREE EXAMINATION,
APRIL 2018.

Second Semester

Business Administration

MARKETING MANAGEMENT

(For those who joined in July 2016 and afterwards)

Time : Three hours

Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer ALL questions.

Choose the correct answer :

1. Those brands owned by wholesalers and retailers are called
- (a) national brands
 - (b) private brands
 - (c) blanket brands
 - (d) multiple brands

2. Which one of the following is marketing service agency?
- (a) wholesaler
 - (b) retailer
 - (c) dealer
 - (d) advertising
3. Which one of the following is the component of macro environment?
- (a) suppliers
 - (b) market intermediaries
 - (c) competitors
 - (d) government agency
4. Customers who show no loyalty to any brand are
- (a) hard core loyals
 - (b) split loyals
 - (c) shifting loyals
 - (d) switchers
5. Creating product awareness and trial is the marketing objective in the following stage
- (a) introduction
 - (b) growth
 - (c) maturity
 - (d) decline
6. Unique set of brand assets and liabilities that is linked to a brand is
- (a) brand equity
 - (b) brand mark
 - (c) brand loyalty
 - (d) brand insistence

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7. Selling directly to ultimate consumers is
(a) wholesale (b) retailing
(c) distribution (d) merchandising
8. A marketing channel in which manufacturing and successive stage of distribution are operated as a unified system
(a) vertical marketing system
(b) horizontal marketing system
(c) corporate marketing system
(d) contractual marketing system
9. A special type of agent who represents, a cluster of manufacturers online retailers, etc., organised around a life event or major assets purchase
(a) buyer aggregator (b) pure play
(c) metamediary (d) buyer cooperative
10. The method of gathering primary data which involves the establishment of a scale model to stimulate the real market situation is
(a) experimental method
(b) observation method
(c) personal interview method
(d) mail questionnaire

PART B — (5 × 5 = 25 marks)

Answer ALL questions, choosing either (a) or (b).
Each answer should not exceed 250 words.

11. (a) Define and explain the significance of marketing. How does it differ from market?

Or

- (b) What are the important functional areas of management? Explain.

12. (a) What are the basic elements of segmentation? Explain them briefly.

Or

- (b) Explain the objectives of concept testing in developing a new product.

13. (a) What are the major factors that should be taken into account in developing a price policy?

Or

- (b) Distinguish between brand, brandname, brand mark and branding.

14. (a) Give an account of the different types of retailers.

Or

- (b) Examine the factors that are to be considered in the selection of media for advertising.



15. (a) Describe briefly the different challenger strategies.

Or

- (b) Briefly describe the strategies followed on the firm's share in target market.

PART C — (5 × 8 = 40 marks)

Answer ALL questions, choosing either (a) or (b)
Each answer should not exceed 600 words.

16. (a) "Marketing begins and ends with consumer". Discuss.

Or

- (b) What are the various environment factors affecting the marketing function? Explain.

17. (a) What is the need for product policy? Describe the qualities of a good product policy.

Or

- (b) Describe the various stages in the new product development process.

18. (a) What factors should a firm consider in setting prices for a new product and for the entire product line?

Or

- (b) Explain the characteristic features of a good brand name.

19. (a) What channels are used for the marketing of agricultural consumer goods? What are the methods of selling directly to consumers?

Or

- (b) "Advertising brings long-term benefit, but sales promotion is far quicker result". Comment on this statement.

20. (a) List down the factors that affect overall marketing strategy.

Or

- (b) Explain the role of marketing as an instrument of economic development in a developing country like India.

