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NOIDA INSTITUTE OF ENGINEERING AND TECHNOLOGY, GREATER NOIDA

(An Autonomous Institute Affiliated to AKTU, Lucknow)

MBA

SEM: II - THEORY EXAMINATION (2023 - 2024)

Subject: Marketing Management

Time: 3 Hours

Max. Marks: 100

General Instructions:

IMP: Verify that you have received the question paper with the correct course, code, branch etc.

1. This Question paper comprises of **three Sections -A, B, & C**. It consists of Multiple Choice Questions (MCQ's) & Subjective type questions.
2. Maximum marks for each question are indicated on right -hand side of each question.
3. Illustrate your answers with neat sketches wherever necessary.
4. Assume suitable data if necessary.
5. Preferably, write the answers in sequential order.
6. No sheet should be left blank. Any written material after a blank sheet will not be evaluated/checked.

SECTION-A

20

1. Attempt all parts:-

- 1-a. The term "Marketing" refers to _____. (CO1) 1
- (a) Promotion of the product
 - (b) Focusing on sales and profit
 - (c) Strategizing and implementing the organization process
 - (d) Set of activities to deliver customer value and satisfaction
- 1-b. _____ factors are part of micro environment. (CO1) 1
- (a) shareholders
 - (b) media
 - (c) competitors
 - (d) All of the above
- 1-c. A person who purchases a product or service either for his own consumption or for others is known as _____. (CO2) 1
- (a) Buyer
 - (b) Customer
 - (c) Seller
 - (d) None of these
- 1-d. In terms of consumer behaviour, culture, social class, and reference group influences have been related to purchase and _____. (CO2) 1
- (a) economic situations

- (b) situational influences
(c) consumption decisions
(d) physiological influences
- 1-e. _____ result when natural market segments surface from groups of customers with shared preferences. (CO3) 1
- (a) Clustered preferences
(b) Diffused preferences
(c) Homogenous preferences
(d) None of the above
- 1-f. _____ exists when in market all consumers have diverse or varied preferences in the same market. (CO3) 1
- (a) Clustered preferences
(b) Diffused preferences
(c) Homogenous preferences
(d) None of the above
- 1-g. Integrated marketing communications (IMC) represents which of the four P's? (CO4) 1
- (a) Product
(b) Price
(c) Promotion
(d) Place
- 1-h. Who had suggested product, pricing, place, promotion all these in a company represents "Marketing Mix"? (CO4) 1
- (a) Philip Kotler
(b) Stephen Morse
(c) Neil Borden
(d) Neilsen
- 1-i. Word of mouth marketing through electronic channels like email, internet etc is known as _____. (CO5) 1
- (a) Internet
(b) digital
(c) email
(d) viral
- 1-j. _____ marketing refers to achieving marketing objectives through applying digital technologies such as web sites. (CO5) 1
- (a) Internet
(b) Digital
(c) Email
(d) Viral

2. Attempt all parts:-
- 2.a. Differentiate between marketing and selling. (CO1) 2
- 2.b. Define Complex buying behaviour. (CO2) 2
- 2.c. Explain Product differentiation. (CO3) 2
- 2.d. Discuss the objectives of Pricing. (CO4) 2
- 2.e. Describe Network marketing. (CO5) 2

SECTION-B

30

3. Answer any five of the following:-

- 3-a. Discuss the scope and functions of marketing management. (CO1) 6
- 3-b. Explain the challenges in the current marketing environment. (CO1) 6
- 3-c. Discuss the buying process in industrial market with suitable diagram. (CO2) 6
- 3-d. Describe the importance of different roles performed by business buyers. (CO2) 6
- 3.e. Define STP. Discuss the STP strategies adopted by TATA salt. (CO3) 6
- 3.f. Explain Price penetrating and Price skimming strategies with suitable examples. (CO4) 6
- 3.g. Explain the concept and importance of CRM in marketing. (CO5) 6

SECTION-C

50

4. Answer any one of the following:-

- 4-a. Beauty Products Ltd. is a natural and ethical beauty brand famous for offering organic beauty products for men and women. The company uses plant-based materials for its products and is the No.1 beauty brand in the country. It not only satisfies its customers but also believes in the overall protection of the planet. Identify and discuss the marketing management philosophy being followed by 'Beauty Product Ltd'. (CO1) 10
- 4-b. Define environmental scanning. Highlight the techniques of environmental scanning relevant in today's scenario. (CO1) 10

5. Answer any one of the following:-

- 5-a. Discuss the Black box model of consumer behavior. (CO2) 10
- 5-b. Explain the stages of consumer decision making process and list ways to optimize it with a suitable example. (CO2) 10

6. Answer any one of the following:-

- 6-a. Identify and discuss the segmentation strategy followed by Samsung. (CO3) 10
- 6-b. Being a marketing manager discuss in detail the segmentation strategy of NOKIA and also comment its efficacy. Explain how NOKIA used the skimming pricing strategy for its products. Give your comments on the strategy. (CO3) 10

7. Answer any one of the following:-

- 7-a. Explain the term Product Life Cycle (PLC) along with its stages. Find out in which stage of PLC are the following product in India, and suggest suitable marketing strategies for each : a) VCRs b) Micro-wave Ovens c) Bicycles . (CO4) 10

- 7-b. Discuss the different types of channels in supply chain management. Also explain the meaning of channel design and channel management. (CO4) 10
8. Answer any one of the following:-
- 8-a. Explain in detail the Marketing Research Process. (CO5) 10
- 8-b. “Rural markets are gold mines for MNC’s” .Do you agree. Explain by taking examples of companies who have targeted rural markets. (CO5) 10

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