NOIDA INSTITUTE OF ENGINEERING AND TECHNOLOGY , GREATER NOIDA
(An Autonomous Institute Affiliated to AKTU, Lucknow)
MASTER OF BUSINESS ADMINISTRATION MBA
(SEM: First Theory Examination   (2020-2021)
SUBJECT NAME: MARKETING MANAGEMENT

Time: 3 Hours   **Max. Marks:100**

General Instructions:

➢ All questions are compulsory. Answers should be brief and to the point.
➢ This Question paper consists of 03 pages & 8 questions.
➢ It comprises of three Sections, A, B, and C. You are to attempt all the sections.
➢ <u>Section A</u> -Question No- 1 is objective type questions carrying 1 mark each, Question No- 2 is very short answer type carrying 2 mark each. You are expected to answer them as directed.
➢ <u>Section B</u> - Question No-3 is Long answer type -I questions with external choice carrying 6 marks each. You need to attempt any five out of seven questions given.
➢ <u>Section C</u> - Question No. 4-8 are Long answer type –II (within unit choice) questions carrying 10 marks each. You need to attempt any one part <u>a or b.</u>
➢ Students are instructed to cross the blank sheets before handing over the answer sheet to the invigilator.
➢ No sheet should be left blank. Any written material after a blank sheet will not be evaluated/checked.

SECTION – A

1.	**Answer all the parts-**	**[10×1=10]**	**CO**
a.	The term marketing myopia was coined by	**(1)**	**CO1**

    (i) Philip Kotler
    (ii) Theodore Levitt
    (iii) Henry Ford
    (iv) None

b. Which of the following is not a component of a company's microenvironment? **(1)** **CO1**
    (i) Marketing intermediaries
    (ii) Customers
    (iii) Competitors
    (iv) Economic environment

c. _____ is the study of how individuals, groups, and organizations select, buy, use, and dispose of goods, services, ideas, or experiences to satisfy their needs and wants. **(1)** **CO2**
    (i) Target marketing
    (ii) Mind mapping
    (iii) Consumer activism
    (iv) Consumer behavior

d. David Martin is an avid beer drinker. The only type of beer he drinks, however, is Miller beer. Miller beer, for David, should be considered a(n) _____good. **(1)** **CO3**
    (i) Shopping
    (ii) Specialty
    (iii) Unsought
    (iv) Convenience

e. When the Modern Museum of Art separated its consumers by whether they were culture-oriented or outdoor-oriented for its new exhibit on art that used natural materials, they were using _____ segmentation. **(1)** **CO3**
    (i) psychographic lifestyle
    (ii) personality
    (iii) behavioral occasions
    (iv) social class

f. A marketer that wants to anchor a point-of-difference for Dove soap on brand benefits **(1)** **CO3**
   might emphasize which of the following?
   (i) The soap is one-quarter cleansing cream.
   (ii) Dove products include bar soaps and shampoos.
   (iii) Dove soap helps users have softer skin.
   (iv) The soap brand has global presence.

g. Which of the following is not one of the major criteria used to evaluate major channel **(1)** **CO4**
   alternatives?
   (i) Economic criteria
   (ii) Promotion criteria
   (iii) Control criteria
   (iv) Adaptive criteria

h. If the demand is elastic rather than inelastic and the firm is interested in increasing **(1)** **CO4**
   total revenue, the firm should
   (i) Decrease production
   (ii) Raise the price
   (iii) Lower the price
   (iv) Decrease promotional efforts

i. _____ can be defined as a deeply held commitment to rebuy or repatronize a **(1)** **CO3**
   preferred product or service in the future despite situational influences and
   marketing efforts having the potential to cause switching behavior.
   (i) Value proposition
   (ii) Loyalty
   (iii) Satisfaction
   (iv) Respect

j. The internal records system supplies results data, but the marketing intelligence **(1)** **CO5**
   system supplies _____ data.
   (i) internal
   (ii) revenue
   (iii) thematic
   (iv) happenings

2. **Answer all the parts-** **[5×2=10]** **CO5**

   a. What is a marketing intelligence system? How can marketing intelligence data be **(2)** **CO5**
      collected?
   b. Differentiate between marketing and selling. **(2)** **CO1**
   c. Describe brand extension with the help of example. **(2)** **CO3**
   d. Explain point-of-parity and point-of-difference with the help of example. **(2)** **CO4**
   e. Differentiate between consumer and customer. **(2)** **CO1**

SECTION – B

3. **Answer any five of the following-** **[5×6=30]** **CO**
   a. **(6)** **CO1**
      The competing concepts under which organizations have conducted marketing
      activities include: the production concept, product concept, selling concept,
      marketing concept, and holistic marketing concept. Which concept do you believe is
      the most effective? Why?
   b. **(6)** **CO4**
      List the different ways that physical products can be differentiated? Discuss with the
      help of relevant examples.
   c. Discuss the impact of tougher environmental regulations on businesses, citing **(6)** **CO5**
      examples whenever possible. Also, point out opportunities, if any, presented by
      these regulations.

d.	Explain rural marketing. List the difference between rural marketing different and regular marketing.	**(6)**	**CO5**
e.	Identify the marketing objectives that can be fulfilled through pricing. Explain with suitable examples.	**(6)**	**CO4**
f.	Explain new product developed. Discuss the reasons for the failure of new product.	**(6)**	**CO4**
g.	Discuss the importance of is segmentation of markets as an important task for achieving marketing success. Discuss the criteria to measure the usefulness of market segment in brief.	**(6)**	**CO3**

<div align="center"><u>**SECTION – C**</u></div>

4.	**Answer any <u>one </u>of the following-**		**[5×10=50]**	
a.	"Marketing begins before the production of goods and continues even after the sale has been made." Evaluate. Discuss the challenges that the marketing will face in the 21st century		**(10)**	**CO1**
b.	Discuss BCG Growth-Share matrix used for business portfolio analysis with the help of example. Also highlights the limitations of BCG matrix.		**(10)**	**CO1**
5.	**Answer any <u>one</u> of the following-**			
a.	Describe the differences between business-to-business marketing and business-to-consumer marketing.		**(10)**	**CO2**
b.	Parul has recently joined MBA program in one of the premium management institute. In the beginning of the program, she realized the need of laptop. Explain the stages that Parul will follow as per the five stage model of the consumer buying process. Discuss.		**(10)**	**CO2**
6.	**Answer any <u>one</u> of the following-**			
a.	Rahul is the marketing communications coordinator for a major electronics manufacturer. He is assigned with charting out a communications strategy for a new range of mobile phones developed by his company. Discuss the communications strategy that is suitable for the course of the mobile phones' life cycle.		(10)	CO3
b.	"Modern marketing starts with STP and ends with relationship marketing." Critically comment on the statement with suitable reasoning.		(10)	CO3
7.	**Answer any <u>one</u> of the following-**			
a.	Design a product mix structure of a FMCG company while clearly mentioning all the four dimensions of product mix.		(10)	CO4
b.	When Sony introduced the world's first high-definition television to the Japanese market in 1990, it was priced at $43,000. This helped Sony to scoop the maximum amount of revenue from the various segments of the market. The price dropped steadily through the years — a 28-inch Sony HDTV cost just over $6,000 in 1993, but a 40-inch Sony HDTV cost only $450 in 2014. Identify the pricing strategy that Sony use here. Describe the conditions under which the pricing strategy adopted by Sony makes sense.		(10)	CO4
8.	**Answer any <u>one</u> of the following-**			
a.	Making marketing decisions in a fast-changing world requires accurate, complete, consistent, unique, and timely information. Discuss the various tasks performed by Marketing Information System (MIS) to meet the information need of marketing manager.		(10)	CO5
b.	Examine the different factors affecting selection of distribution network. Relate it to an automobile company that has cars and SUVs in the range of 4 lakhs to 24 lakhs.		(10)	CO5