

Total No. of Questions: 6

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Enrollment No.....



Faculty of Management Studies  
End Sem Examination May-2024  
MS3CO38 Marketing Management Skills

Programme: BBA

Branch/Specialisation: Management

Duration: 3 Hrs.

Maximum Marks: 60

Note: All questions are compulsory. Internal choices, if any, are indicated. Answers of Q.1 (MCQs) should be written in full instead of only a, b, c or d. Assume suitable data if necessary. Notations and symbols have their usual meaning.

- Q.1 i. Which of the following is not an element of the marketing mix? **1**  
(a) Distribution (b) Product  
(c) Target market (d) Pricing
- ii. Political campaigns are generally examples of \_\_\_\_\_. **1**  
(a) Cause marketing (b) Organization marketing  
(c) Event marketing (d) Person marketing
- iii. \_\_\_\_\_ is the collection and interpretation of **1**  
information about forces, events, and relationships that may affect  
the organization.  
(a) Environmental scanning (b) Stakeholder analysis  
(c) Market sampling (d) Opportunity analysis
- iv. These objectives are often the most suitable when firms operate in **1**  
a market dominated by a major competitor and where their  
financial resources are limited-  
(a) Niche (b) Hold  
(c) Harvest (d) Divest
- v. The use of price points for reference to different levels of quality **1**  
for a company's related products is typical of which product-mix  
pricing strategy?  
(a) Optional-product pricing  
(b) Captive-product pricing  
(c) By-product pricing  
(d) Product line pricing

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- vi. The \_\_\_\_\_ holds that consumers will favor products that are available and highly affordable (therefore, work on improving production and distribution efficiency). **1**  
 (a) Product concept  
 (b) Production concept  
 (c) Production cost expansion concept  
 (d) Marketing concept
- vii. Market expansion is usually achieved by: **1**  
 (a) More effective use of distribution  
 (b) More effective use of advertising  
 (c) By cutting prices  
 (d) All of the above are suitable tactics
- viii. When producers, wholesalers, and retailers act as a unified system, they comprise a \_\_\_\_\_. **1**  
 (a) Conventional marketing system  
 (b) Power-based marketing system  
 (c) Horizontal marketing system  
 (d) Vertical marketing system
- ix. Newsletters, catalogues, and invitations to organization-sponsored events are most closely associated with the marketing mix activity of \_\_\_\_\_. **1**  
 (a) Pricing (b) Distribution  
 (c) Product development (d) Promotion
- x. \_\_\_\_\_ is the concept under which a company carefully integrates and coordinates its many communications channels to deliver a clear, consistent, and compelling message about the organization and its products. **1**  
 (a) The promotion mix  
 (b) Integrated international affairs  
 (c) Integrated marketing communications  
 (d) Integrated demand characteristics
- Q.2 i. Explain the scope of marketing with example. **2**  
 ii. Briefly discuss the elements of marketing- Need, wants, demand. **3**  
 iii. Explain the philosophies of marketing management with example. **5**

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- OR iv. Differentiate between consumer and industrial markets. **5**
- Q.3 i. What do you mean by segmentation? **2**  
 ii. Explain the concept of differentiation strategies of product with example. **8**
- OR iii. Explain the strategies of product positioning. **8**
- Q.4 i. Briefly describe the concept of new product development. **3**  
 ii. Explain the product mix with examples. **7**
- OR iii. Explain the pricing strategies and types of prices with example. **7**
- Q.5 i. Explain the importance of distribution channel. **4**  
 ii. Discuss the factors affecting selection of distribution channels. **6**
- OR iii. Discuss the recent trends of wholesaling and retailing. **6**
- Q.6 Write short note on any two:  
 i. Advertising **5**  
 ii. CRM **5**  
 iii. Electronic marketing **5**

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## Marking Scheme

### Marketing Management Skill (T) - MS3CO38

Q.1	i)	c) Target market	1	Q.4	i.	Concept of New Product Development	3
	ii)	d) Person marketing	1		ii.	Product Mix With examples.	4 Marks 3 Marks
	iii)	a) Environmental scanning	1	OR	iii.	Pricing strategies-3 Types of prices with example-4	7
	iv)	a) Niche	1	Q.5	i.	4 importance of distribution channel (1X4=4)	4
	v)	d) Product line pricing	1		ii.	3 factors affection selection of distribution channels (2X3=6)	6
	vi)	a) Product concept	1	OR	iii.	3 recent trends of wholesaling-3 3 recent trends of retailing-3	6
	vii)	d) All of the above are suitable tactics	1	Q.6		Attempt any two:	
	viii)	d) Vertical marketing system.	1		i.	Advertising	5
	ix)	d) Promotion	1		ii.	CRM	5
	x)	c) Integrated marketing communications	1		iii.	Electronic Marketing	5
Q.2	i.	2 scope of marketing (1X2=2)	2			*****	
	ii.	Need-1 Wants-1 Demand-1	3				
	iii.	5 concepts of marketing management (1X5=5)	5				
OR	iv.	5 Differences between consumer and industrial markets (1X5=5)	5				
Q.3	i.	Meaning of segmentation	2				
	ii.	4 strategies of product differentiation (2X4=8)	8				
OR	iii.	2 strategies of product positioning (4X2=8)	8				