

Enrollment No.....



Faculty of Management Studies  
End Sem (Odd) Examination Dec-2019  
MS3CO08 Marketing Management

Programme: BBA

Branch/Specialisation: Management /  
DM**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.

- Q.1 i. Which of the following is not a type of marketing concept? **1**  
 (a) The Production Concept  
 (b) The Selling Concept  
 (c) The Societal Marketing Concept  
 (d) The Supplier Concept
- ii. In marketing \_\_\_\_\_ is the focal point. **1**  
 (a) Profit (b) Sales (c) Customer (d) All of these
- iii. The factors which affect the Marketing environment are: **1**  
 (a) Demographic factors (b) Political factors  
 (c) Technological factors (d) All of these
- iv. The division of the total market into smaller and relatively homogenous groups is known as **1**  
 (a) Targeting (b) Segmentation  
 (c) Positioning (d) None of these
- v. Profits related to new product in its Introductory stage of PLC are: **1**  
 (a) Negative (b) Continuously rising  
 (c) Higher (d) Declining
- vi. The promotion tool that may include coupons, contests, premiums, and other means of attracting consumer attention is best described as being which of the following? **1**  
 (a) Advertising (b) Personal selling  
 (c) Public relations (d) Sales promotion
- vii. What is the last stage of the consumer decision making process? **1**  
 (a) Problem recognition (b) Post purchase behaviour  
 (c) Alternative evaluation (d) Purchase

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[2]

- viii. Parents buy toys for their children act as \_\_\_\_\_ in the Consumer buying process. **1**  
 (a) Decider (b) Buyer (c) Maintainer (d) All of these
- ix. System with special equipment, people and methods to gather and analyse information for marketers is called **1**  
 (a) Management information system  
 (b) Marketing information system  
 (c) Financial information system  
 (d) Corporate information system
- x. In a marketing research process, problem should not be defined \_\_\_\_\_ **1**  
 (a) Too broadly  
 (b) Too narrow  
 (c) Either too broadly or too narrow  
 (d) None of these
- Q.2 i. What do you mean by marketing mix? **2**  
 ii. Discuss any four functions of marketing manager. **2**  
 iii. Differentiate between selling and marketing concept with the help of examples. **4**
- OR iv. Elaborate the term green marketing and virtual marketing with examples. **4**
- Q.3 i. Define the meaning of positioning with example. **3**  
 ii. Write down the different ways for effective market segmentation. **5**
- OR iii. Discuss any four factors which affect the marketing environment. **5**
- Q.4 i. “Packaging is a silent salesman” Explain with examples. **3**  
 ii. Design the diagram of Product Life Cycle (PLC) and also explain characteristics of different stages of the PLC. **5**
- OR iii. What do you mean by channels of distribution? Also explain different types of distribution channels. **5**
- Q.5 i. Explain the role of CRM in marketing. **3**  
 ii. Discuss the various steps of consumer decision making process with examples. **5**
- OR iii. What are factors influencing consumer buying decisions, explain with **5**

examples.

[3]

- Q.6 Attempt any two:  
 i. Mention the different components of marketing information System. **4**  
 ii. Briefly explain the marketing research procedure. **4**  
 iii. Discuss various types of marketing research. **4**
- Q.7 Case Study  
**BRANDING AT HARLEY-DAVIDSON**  
 Founded in 1903 in Milwaukee, WI, Harley-Davidson has twice narrowly escaped bankruptcy but is today one of the most-recognized motor vehicle brands in the world. Although consumers loved the brand, sales were depressed by product quality problems. Harley’s return to greatness was begun by improving manufacturing process. Harley also developed a strong brand community in the form of an owners’ club, called the Harley-Davidson Owners Group (HOG), which sponsors bike rallies, charity rides and other motorcycle events and now numbers 1 million members in over 1200 chapters. H.O.G. benefits include a program, theft reward service, discount hotel rates, and a fly & ride programme enabling members to rent Harleys on vacation. The company also maintains an extensive Web site devoted to H.O.G., with information about club chapters, events, and a special members-only section.
- Questions:**  
 (a) What are Harley-Davidson’s core brand values? **5**  
 (b) What does Harley-Davidson need to do to maintain its strong brand images? **5**

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**Marking Scheme**  
**MS3CO08 Marketing Management**

Q.1	i.	Which of the following is not a type of marketing concept? (d) The Supplier Concept	1
	ii.	In marketing _____ is the focal point. (c) Customer	1
	iii.	The factors which affect the Marketing environment are: (d) All of these	1
	iv.	The division of the total market into smaller and relatively homogenous groups is known as (b) Segmentation	1
	v.	Profits related to new product in its Introductory stage of PLC are: (a) Negative	1
	vi.	The promotion tool that may include coupons, contests, premiums, and other means of attracting consumer attention is best described as being which of the following? (d) Sales promotion	1
	vii.	What is the last stage of the consumer decision making process? (b) Post purchase behaviour	1
	viii.	Parents buy toys for their children act as _____ in the Consumer buying process. (d) All of these	1
	ix.	System with special equipment, people and methods to gather and analyse information for marketers is called (b) Marketing information system	1
	x.	In a marketing research process, problem should not be defined _____ (c) Either too broadly or too narrow	1
Q.2	i.	Marketing mix (4 Points)	(0.5 mark*4) 2
	ii.	Four functions of marketing manager	(0.5 mark*4) 2
	iii.	3 Differentiate 1-1 Example	3 marks 4 (0.5 marks*2)
OR	iv.	Green marketing and virtual marketing with examples.	4 (2 marks*2)
Q.3	i.	Meaning of positioning	2 marks 3
		With example.	1 mark

OR	ii.	Different ways for effective market segmentation. (As per explanation)	(1 mark*5) 5
	iii.	Discuour factors which affect the marketing environment. Example	(1 mark*4) 5 1 mark
Q.4	i.	“Packaging is a silent salesman” Examples.	2 mark 3 1 mark
	ii.	Diagram of Product Life Cycle (PLC) Characteristics of different stages of the PLC.	1 mark 5 (1 mark*4)
	OR	iii.	
		Meaning of channels of distribution Different types of distribution channels.	1 mark 5 4 marks
Q.5	i.	Role of CRM in marketing.	(1 mark*3) 3
	ii.	Steps of consumer decision making process Examples.	4 marks 5 1 marks
	OR	iii.	
		Factors influencing consumer buying decisions Examples.	(1 mark*4) 5 1 mark
Q.6	i.	Attempt any two: Different components of marketing information System.	(1 mark*4) 4
	ii.	The marketing research procedure.	(1 mark*4) 4
	iii.	Types of marketing research.	(1 mark*4) 4
Q.7		Case Study <b>Questions:</b>	
		(a) Harley-Davidson’s core brand values(As per explanation)	5
		(b) Harley-Davidson need to do to maintain its strong brand images (As per explanation)	5

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