

Enrollment No.....



Faculty of Management Studies

End Sem (Odd) Examination Dec-2022

MS5CO07 Marketing Management

Programme: MBA

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.

- Q.1 i. What is marketing? 1
 (a) Marketing is the process of exploring, creating, and delivering value
 (b) Selling product
 (c) Buying product
 (d) Delivering product
- ii. How many parameters is there in marketing mix? 1
 (a) 4 (b) 3 (c) 2 (d) 1
- iii. What is segmentation? 1
 (a) Combination of all factors which affect marketing
 (b) Diversification
 (c) Acquisition
 (d) Divide the market according to similar needs
- iv. What is targeting? 1
 (a) Combination of all factors which affect marketing
 (b) Selecting a particular target customer
 (c) Divide the market according to similar needs
 (d) Acquisition
- v. Increased competition leads to price decrease, increasing public awareness, and sales volume increase significantly are the characteristics of _____ in PLC. 1
 (a) Mature stage (b) Decline stage
 (c) Growth stage (d) Market introduction stage

[2]

- vi. Market-penetration pricing strategy can be adopted when _____.
 (a) Market is highly price sensitive
 (b) Low price stimulates market growth
 (c) Both (a) and (b)
 (d) None of these **1**
- vii. How many levels of intermediaries are there in a direct sales channel?
 (a) 0 (b) 1 (c) 2 (d) 3 **1**
- viii. _____ is any paid form of non-personal presentation and promotion of ideas, goods and services.
 (a) Promotion (b) Publicity
 (c) Personal selling (d) Advertising **1**
- ix. What is the term for a market that is defined by specific characteristics?
 (a) Market niche (b) Market division
 (c) Market characteristic (d) Market segment **1**
- x. An organization that wants to maintain its market share without rocking the boat is-
 (a) Market leader (b) Market challenger
 (c) Market follower (d) Market nicher **1**
- Q.2 i. Define marketing with examples. **2**
 ii. Differentiate between marketing and selling. **2**
 iii. Explain the elements of marketing mix. **6**
 OR iv. What are roles and functions of marketing manager? **6**
- Q.3 i. Define segmentation with examples. **3**
 ii. Explain STP with suitable examples related to marketing. **7**
 OR iii. What are basis of segmentation in marketing? How segment is evaluated and selected? **7**
- Q.4 i. Define branding with examples. **3**
 ii. Explain product life cycle with the help of diagram along with examples. **7**
 OR iii. Elaborate various pricing strategies with examples. **7**

[3]

- Q.5 i. What is the importance of distribution channel? **2**
 Attempt any two:
 ii. Explain various channels of distribution. **4**
 iii. Write short notes on “advertising, public relations and direct marketing”. **4**
 iv. Elaborate various tools of IMC in brief with example. **4**
- Q.6 Attempt any two:
 i. What is customer relationship management? Why it is important? **5**
 ii. Explain green marketing and rural marketing. **5**
 iii. Elaborate market leaders, followers and nichers with examples. **5**

Marking Scheme
MS5CO07 Marketing Management

Q.1	i)	(a) Marketing is the process of exploring, creating, and delivering value	1
	ii)	(a) 4	1
	iii)	(d) Divide the market according to similar needs	1
	iv)	(b) Selecting a Particular Target Customer	1
	v)	(c) Growth stage	1
	vi)	(c)Both a & b	1
	vii)	(a) 0	1
	viii)	(d) Advertising	1
	ix)	(a) Market Niche	1
	x)	(c) Market Follower	1
Q.2	i.	Define marketing – 1 mark Examples – 1 mark	2
	ii.	4 differences – ½ mark each	2
	iii.	4 elements – 6 marks	6
OR	iv.	Three Roles and Three functions- 1 mark each	6
Q.3	i.	Define – 2 mark Example – 1 mark	3
	ii.	Segmentation- 2.5 Targettting – 2.5 Positioning - 2	7
OR	iii.	Basis- 4 marks Evaluation & Selection – 3 marks	7
Q.4	i.	Branding -2 Marks Example – 1 mark	3
	ii.	Product life cycle – 4 marks Diagram – 3 Marks	7
OR	iii.	Pricing Strategies – 5 Example – 2 marks	7
Q.5	i.	Distribution channel – 1 Mark Importance- 1 mark	2

	ii.	Channels of distribution – 4 marks	4
OR	iii.	Advertising - 2 Public relation and direct marketing -2	4
	iv	Roles of IMC – 4 Marks	4
Q.6			
	i.	CRM – 2.5 Marks Importance – 2.5 marks	5
	ii.	Green Marketing – 2.5 Marks Rural Marketing – 2.5 marks	5
	iii.	Leaders,followers,Nichers – 4 Marks Examples – 1 Mark	5
