

Enrollment No.....



Faculty of Management Studies
End Sem Examination Dec-2023
MS3CO08 Marketing Management

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 best defines the marketing concept? **1**
- (a) Maximizing profits by any means necessary
 - (b) Focusing on producing goods and services efficiently
 - (c) Meeting the needs and wants of customers while achieving organizational goals
 - (d) Aggressively promoting products regardless of customer preferences
- ii. What is the primary focus of the selling concept in marketing? **1**
- (a) Meeting the needs and wants of customers
 - (b) Building long-term customer relationships
 - (c) Convincing customers to buy existing products through aggressive sales techniques
 - (d) Creating awareness about social issues
- iii. What is the primary goal of market segmentation in marketing? **1**
- (a) To reduce production costs
 - (b) To divide the market into distinct groups with similar needs and characteristics
 - (c) To dominate the entire market
 - (d) To create a monopoly
- iv. Which of the following is not a method of segmentation? **1**
- (a) Behavioural
 - (b) Demographic
 - (c) Psychological
 - (d) Psychographic
- v. What is the purpose of extending a product line? **1**
- (a) To decrease production costs
 - (b) To simplify marketing efforts
 - (c) To eliminate competition
 - (d) To meet the diverse needs of a target market

- [2]
- vi. Which promotional method involves non-paid communication through media coverage or word of mouth? **1**
 (a) Advertising (b) Publicity
 (c) Sales Promotion (d) Personal Selling
- vii. In which stage of the consumer decision-making process does a consumer evaluate different brands and products? **1**
 (a) Problem recognition (b) Information search
 (c) Evaluation of alternatives (d) Purchase decision
- viii. Which of the following is an advantage of CRM? **1**
 (a) Increased customer loyalty and retention
 (b) Limited customer interactions
 (c) Decreased focus on customer needs
 (d) Ignoring customer feedback
- ix. Which stage in the marketing research procedure involves defining the problem, setting research objectives, and developing a research plan? **1**
 (a) Data analysis (b) Research design
 (c) Data collection (d) Problem definition
- x. What is the full form of MIS? **1**
 (a) Management Information System
 (b) Manager Information System
 (c) Market Information System
 (d) Marketing Information System
- Q.2 i. Explain marketing mix. **2**
 ii. What are the needs of marketing in government sector? **3**
 iii. Explain selling concept, marketing concept and social marketing concept. **5**
- OR iv. What do you understand by market? Explain different types of market. **5**
- Q.3 i. Explain S-T-P. **2**
 ii. What are the different ways of segmentation? **8**
- OR iii. Briefly describe essential of effective market segmentation. **8**
- Q.4 i. What is product life cycle? **3**
 ii. Explain the stages of new product development. Why does new product get fail? **7**
- OR iii. What are the methods of pricing? Explain the factors influencing pricing policy. **7**
- Q.5 i. Explain consumer decision making process. **4**

- [3]
- ii. What are the types of consumers? Describe the factors influencing consumer behaviour. **6**
- OR iii. What do you mean by CRM? What are the advantages and disadvantages of CRM? **6**
- Q.6 Attempt any two:
- i. Explain marketing information system. What are the components of marketing information system? **5**
- ii. What do you mean by marketing research? Explain the procedure of marketing research. **5**
- iii. What are the types marketing research? Explain the application of marketing research in the field of management. **5**

Marking Scheme
Marketing Management (T) - MS3CO08 (T)

Q.1	i)	(c) Meeting the needs and wants of customers while achieving organizational goals.	1
	ii)	c) Convincing customers to buy existing products through aggressive sales techniques.	1
	iii)	b) To divide the market into distinct groups with similar needs and characteristics.	1
	iv)	c) Psychological	1
	v)	d) To meet the diverse needs of a target market.	1
	vi)	b) Publicity	1
	vii)	c) Evaluation of Alternatives	1
	viii)	a) Increased customer loyalty and retention.	1
	ix)	d) Problem Definition	1
	x)	d) Marketing Information System	1
Q.2	i.	Marketing Mix (As per explanation)	2
	ii.	Need of Marketing (As per explanation)	3
	iii.	Selling concept...marketing concept. (As per explanation)	5
OR	iv.	Explanation of Market 2 Marks	2
		Types of Market 3 Marks	3
Q.3	i.	Segmentation..... (S-T-P) (2 Marks)	2
	ii.	Different ways to Segmentation (As per explanation)	8
OR	iii.	Effective Market Segmentation. (As per explanation)	8
Q.4	i.	Explanation of Product Life Cycle (As per explanation)	3
	ii.	Stages of new product development. 4 Marks	4
		Reason of failure of New Product 3 Marks	3
OR	iii.	Methods of Pricing 4 Marks	4
		Factors influencing Pricing Policy 3 Marks	3
Q.5	i.	Explanation of Consumer (As per explanation)	4
	ii.	Types of Consumers 3 Marks	3
		Factors influencing. 3 Marks	3
OR	iii.	Meaning of CRM 2 Marks	2
		Advantages of CRM 2 Marks	2

Disadvantages of CRM	2 Marks	2
		2

Q.6	Attempt any Two :		
i.	Explanation of Marketing Information System.	2 Marks	2
	Components of Marketing Information System	3 Marks	3
ii.	Meaning of Marketing Research	2 Marks	2
	Procedure of Marketing research.	3 Marks	3
iii.	Types Marketing Research	3 Marks	3
	An application marketing research	2 Marks	2
