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Candidate's Seat No : _____

MBA-1 Sem.-2 MBA (BEPF)/MBA (DM)/MBA (EM)/MBA (PPM) Examination

EPF-203/DM-203/EM-203/PP-203

Marketing Management

May 2022

Time : 2-00 Hours]

[Max. Marks : 50

- Instructions** : (1) This paper contains **FIVE** questions.
(2) All questions are compulsory.
(3) Question No.2, 3, 4 have internal options.
(4) Figures in the right side in parenthesis indicate marks.

- Q:1** Discuss Core Marketing Concepts in brief. **10**
- Q:2** Explain in brief The Value Delivery Process and The Value Chain with its Diagram. **10**
- OR**
- Q:2** Write the Marketing Research Process including chart in suitable stages with Example. **10**
- Q:3** Explain The Customer Buying Decision Process with its diagram. **10**
- OR**
- Q:3** Make a note on any Two from the following: **10**
(1) Brand Equity
(2) Product Life Cycle
(3) Competitive Forces under competition
(4) Meta Market with suitable Example
- Q:4** What is Market Targeting? Discuss its Different Patterns and figures along with Effective Segmentation Criteria. **10**
- OR**
- Q:4** What is Product-Line Length? How to Stretch the Line Length? Explain Product Mix Pricing also. **10**
- Q:5** Attempt any Ten from the Following: **10**
- (1) _____ is the father of Modern Marketing.
a) Abraham Maslow
b) Lester Wunderman
c) Peter Drucker

d) Philip Kotler

2) Marketers often use the term _____ to cover various groupings of customers.

- a) Buying power
- b) Demographic segment
- c) Market
- d) People

(3) Buying goods and services for further processing or for use in the production process refers to _____.

- a) Consumer markets
- b) Government markets
- c) Business markets
- d) International markets

(4) The buying process starts from which one of the following stages in which the buyer recognizes a problem or need.

- a) Need recognition
- b) Information search
- c) Evaluation of alternative
- d) Purchase decision

(5) A firm has decided to localize its products and services to meet local market demands. Which one of the following approaches is a good approach for this segmentation?

- a) Geographic
- b) Demographic
- c) Psychographics
- d) Behavioral

(6) _____ marketing means serving a small market not Served by competitions.

- a) Niche
- b) Mega
- c) Meta
- d) None of these

(7) The stage is the product life cycle that focuses on expanding market and creating product awareness and trial is the:

- a) Decline stage

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- b) Introduction stage
 - c) Growth stage
 - d) Maturity stage
- (8) Typically, profit is negative in which stage of the product life cycle?
- a) Growth
 - b) Maturity
 - c) Introduction
 - d) Decline
- (9) Segmentation is the process of:
- a) Dividing the market into homogenous groups
 - b) Selecting one group of consumers among several other groups
 - c) Creating a unique space in the minds of the target consumer
 - d) None of these
- (10) Groups that have a direct or indirect influence on a person's attitudes or behavior is known as _____
- a) Reference groups
 - b) Family
 - c) Roles
 - d) Status
- (11) Augmented product contains _____.
- a) Basic needs
 - b) Functional characteristics
 - c) Additional benefits
 - d) Expected features
- (12) Demographic segmentation refers to.
- a) The description of the people and the place in society
 - b) The description of the people's purchasing behavior
 - c) The location where people live
 - d) Geographic regions
- (13) _____ is the marketing and financial value associated with a brand's strength in a market.
- a) Brand equity
 - b) Brand loyalty
 - c) Branding
 - d) None of these

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(14) _____ is the process of creating an image for a product in the minds of targeted customers.

- a) Segmentation
- b) Target marketing
- c) Positioning
- d) None of these

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