

Seat No. : _____

MU-101

March-2019

B.B.A., Sem.-IV

CC-209 : Marketing Management

Time : 2:30 Hours]

[Max. Marks : 70

1. (A) (i) Discuss the decline stage of PLC along-with its characteristics and strategies. 7
- (ii) Write a note on Product Mix. 7

OR

- (i) Explain the different types of “Test Markets” of new product development process.
- (ii) Discuss the various levels of Product.
- (B) Choose the correct answer and rewrite the sentence : (any **four**) 4
- (1) Industrial market contains business buyers who buy goods and services for _____.
- (a) Re-selling (b) Personal use
- (2) The strategy to enter the high end of the market for more growth, higher margins is known as _____.
- (a) upward stretch (b) downward stretch
- (3) Corrugated box which contains dozens of bottles of a perfume is called as _____.
- (a) Primary package (b) Shipping package
- (4) A product line _____ occurs when a company lengthens its product line beyond its current range.
- (a) featuring (b) stretching
- (5) Consumer products that the consumer either does not know about or knows about but does not normally think of buying are called as _____.
- (a) unsought (b) shopping
- (6) _____ means the ability of a product to perform its function.
- (a) Features (b) Quality

2. (A) (i) Discuss the various factors influencing pricing decisions. 7
(ii) Discuss the various options of Brand Name Selection. 7

OR

- (i) Write down the different objectives of pricing.
(ii) Describe the various Brand Sponsor decisions.
- (B) Choose the correct answer and rewrite the sentence : (any **four**) 4
- (1) _____ Pricing Strategy is based on competitors' prices.
(a) Cost plus (b) Going-rate
- (2) _____ is a name, term, sign, symbol, or design or a combination of these that identifies the maker or seller of a product or service.
(a) Price (b) Brand
- (3) _____ bundling involves selling two products only as a package and not separately.
(a) Pure (b) Mixed
- (4) _____ is the act of adding value to an existing brand by improving product attributes and enhancing its overall appeal.
(a) Brand Extension (b) Brand Rejuvenation
- (5) In a _____, the parent brand is used to brand a new product that targets a new market segment within a product category currently served by the parent brand.
(a) line extension (b) brand extension
- (6) A brand created and owned by the producer of a product or service is called as _____.
(a) Private brand (b) Manufacturer's brand

3. (A) (i) Explain the various types of retailing. 7
(ii) Describe the various types of intermediaries. 7

OR

- (i) Define marketing channels. And narrate how they are important.
(ii) Explain the various types of wholesaling.

(B) Choose the correct answer and rewrite the sentence : (any **three**) **3**

- (1) A _____ VMS combines the successive stages of production and distribution under a single ownership.
(a) Administered (b) Corporate
- (2) A _____ Marketing System comprises of the Producer, Wholesalers and Retailers acting as a unified system.
(a) Vertical Marketing System (b) Marketing Intelligence System
- (3) Warehouse is the part of _____ marketing flow in the marketing channels.
(a) Physical (b) Title
- (4) Stocking the products in as many outlets as possible is called as _____ distribution strategy.
(a) Exclusive (b) Intensive
- (5) A vertical marketing system that coordinates successive stages of production and distribution, not through common ownership but through the size and power of one of the parties is called as _____.
(a) Administered (b) Contractual

4. (A) (i) How the creative message can be developed. – Discuss. **7**
(ii) Describe the steps of personal selling process. **7**

OR

- (i) Define Sales Promotion. Discuss the various consumer promotion tools.
(ii) Write down the various recruitment sources of sales force.

(B) Choose the correct answer and rewrite the sentence : (any **three**) **3**

- (1) _____ is a tool for creating publicity for the company and its products wherein companies arrange lectures of its top executives for its target customers.
(a) Personal selling (b) Public relations

- (2) In which class of ad media do magazines and newspapers fall ?
(a) Direct Marketing (b) Print Media
- (3) News, Events, speeches, corporate-identity materials etc. are the major tools of _____.
(a) Direct marketing (b) Public relations
- (4) Selling through vending machines to customers is a type of _____.
(a) Retailing (b) Wholesaling
- (5) In _____ salesforce structure, each sales person is assigned to an exclusive product/s and sells the company's full line of products to all customers.
(a) Territorial (b) Product
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