

MBA 1 Semester-2 (D/E) (Reg/Rept) Examination

MM

Time : 2-30 Hours]

May-2024

[Max. Marks : 70

Instructions:

1] This Question paper consists of 5 Questions. Q1 and Q5 are compulsory.

Question-1.] Answer each of the following questions: (14)
(Both questions are compulsory and carry equal marks)

1. Comment on the following statement: 'Marketers create needs' or 'Marketers get people to buy things they don't want'. Also highlight how the Marketing concept differs from its preceding Selling concept.
2. Strategic marketing involves 'STP' which is the most important part of marketing plan for any product or service. Explain 'STP' giving example of any product or service brand.

Question-2.] Answer both the questions: (14)

1. What are the components of the Marketing Information Systems (MIS)? Explain any one of them in detail.
2. Mr. Patel is planning to take his family for an international tour for the first time. He wishes to book a tour to some foreign destination with a tour and travels operator. Explain the stages he will pass through while making the final decision to purchase a tour plan with a tour and travel company.

OR

Question-2.] Answer both the following questions: (14)

1. What is IMC? What are the different elements / tools of IMC? Explain various Sales promotions techniques used in consumer marketing with examples.
2. Explain the characteristics of services that differentiate them from physical goods. What are their managerial implications?

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Question-3.] Answer both the questions:

(14)

1. What are the different stages in the life cycle of a product? Taking the example of a company whose product is in the maturity stage; explain the strategies adopted by the company in the market.
2. What different functions do marketing channels perform? Explain the different channel levels involved in marketing of consumer goods

OR

Question-3.] Answer both the following questions:

(14)

1. Explain the stages of New Product Development.
2. Explain the marketing mix tools in case of marketing of services.

Question-4.] Differentiate between the following pairs giving examples wherever appropriate: (Any four)

(14)

1. Focus Group Interviews vs Questionnaire method of data collection
2. Descriptive research vs Experimental research
3. Vertical Integration vs Horizontal Integration strategy
4. Market Penetration vs Market Skimming strategy
5. Frontal attack vs Flank attack strategy
6. Forward Integration vs Backward Integration strategy

Question-5.] Answer both the following questions:

(14)

1. Highlight the difference between counterfeiter, cloner, imitator and adapter strategies of a market follower.
2. What are the major segmentation variables used for segmenting consumer markets? Which of these variables KFC has adopted to segment the Indian market?
