

**M.Com HPP (FFS) Sem.-1 Examination****CC - 2****Marketing Management****January-2024****Time : 2-30 Hours]****[Max. Marks : 70**

Que. 1 What are the 'Five Orientation Concepts' that guide organisational activities to finally evolve to 'marketing concept'? Explain the evolution of five concepts. (14)

**OR**

Que. 1 What is 'Holistic marketing'? Explain its main features. (14)

Que. 2 How important is estimating Product Life Cycle for any marketer and how does he match his marketing strategies at different stages of product Life Cycle. (14)

**OR**

Que. 2 Elaborate on the important elements of marketing channel functions and flows and what are the crucial decisions a marketer has to make while deciding on a marketing channel. (14)

Que. 3 Is it important to know about consumer behaviour and the factors affecting consumer behaviour? Why? (14)

**OR**

Que. 3 Discuss in detail the meaning and all the stages involved in a New Product Development process. (14)

Que. 4. Discuss intangibility and inseparability with example. (14)

**OR**

Que. 4. Marketing excellence requires service marketers to continually differentiate their brands so they are not seen as a commodity. Elaborate this statement. (14)

Que. 5 **Attempt any Seven of the Following** (14)

- 1) What are intangible products?
  - a. Goods and Services
  - b. Services and Ideas
  - c. Goods and Products
  - d. Goods and Ideas.
- 2) 'Local marketing is'
  - a. Neighbourhood Marketing
  - b. Mass marketing
  - c. Virtual marketing
  - d. Wholesale marketing
- 3) Successful marketing aims at \_\_\_\_\_
  - a. Increasing the sales volume
  - b. Increasing the profits
  - c. Increasing the output of the sales person
  - d. All of these
- 4) Which of the following statements is/are correct regarding causal research?
  - I. The cause and effect relationships between two variables are analyzed.
  - II. It is carried out with a detailed questionnaire and with clearly defined objectives.
  - III. This will help managers to select a particular strategy.
  - IV. It helps the management identify the presence of potential opportunities and threats for the company.
  - (a) Only (I) above
  - (b) Both (I) and (II) above
  - (c) Both (II) and (III) above
  - (d) (I), (II) and (III) above
- 5) The socio-cultural environment is made up of individuals, institutions and other forces that affect

- (a) The natural resources that are needed as inputs by marketers  
 (b) A society's basic values, perceptions, preferences and behaviours  
 (c) The laws and government agencies limiting individual behaviour in society  
 (d) The characteristics of populations.
- 6) A buyer, in deciding which camera to purchase, goes through reading material, seeks information by calling up friends, and looks at various advertisements. In the buying process, the buyer is said to be involved in  
 (a) Problem recognition  
 (b) Information search  
 (c) Routinized buying  
 (d) Evaluation of alternatives.
- 7) A segment should be such that marketers can develop effective marketing programs to attract and serve potential customers effectively. For effective segmentation, variables need to exhibit certain characteristics. Which characteristic implies that?  
 (a) Measurable  
 (b) Substantial  
 (c) Accessible  
 (d) Differentiable
- 8) Which of the following is the correct sequence of steps in the marketing research process?  
 (a) Designing an effective research plan; data collection techniques; developing objectives of the research;  
 (b) Developing objectives of the research; data collection techniques; defining the problem; designing an effective research plan; evaluating the data and preparing research report  
 (c) Defining the problem; designing an effective research plan; data collection techniques; developing objectives of the research; evaluating the data and preparing research report  
 (d) Defining the problem; developing objectives of the research; designing an effective research plan; data collection techniques; evaluating the data and preparing research report  
 (e) Developing objectives of the research; defining the problem; data collection techniques; designing an effective research plan; evaluating the data and preparing research report.
- 9) Companies are now offering services like selling and delivering products over the Internet. What is this kind of business service known as?  
 (a) E-Commerce  
 (b) M-Commerce  
 (c) Direct Marketing.  
 (d) Channel Distribution
- 10) What is the most distinct feature of service?  
 a) Intangibility  
 b) Inseparability  
 c) Perishability  
 d) All of the above
- 11) A person getting cosmetic surgery cannot see the results before the purchase, is an example of  
 a) Intangibility  
 b) Inseparability  
 c) Perishability  
 d) All of the above
- 12) Hotels, insurance companies, law firms, management consulting firms, medical practice are example of  
 a) Govt. Sector  
 b) Business Sector  
 c) Private Sector  
 d) All of the above

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