

MCom (HPP) Sem.-1 AAA Examination

CC-2

Marketing Management

February-2025

Time : 2-30 Hours]

[Max. Marks : 70

Que. 1 Explain the premises leading to companies' orientation towards the marketplace, and how the companies have shaped themselves in 21st century. (14)

OR

Que. 1 The factors affecting consumer behaviour are actually the main elements marketers should understand? Why? (14)

Que. 2 How would you go about Conducting Marketing Research and what steps would you consider logically? (14)

OR

Que. 2 Explain the different bases of market segmentation. (14)

Que. 3 What is 'Line Stretching' in product line management? Explain the three types of line stretching with examples. (14)

OR

Que. 3 Explain 'Channel Functions and Flows'. How do these functions contribute to the efficient distribution of products and services? (14)

Que. 4. What are the 'Distinctive Characteristics of Services'? Discuss how these characteristics influence the marketing of services. (14)

OR

Que. 4. Explain the 'Five Modes of Entry into Foreign Markets'. How do companies choose the most appropriate entry mode? (14)

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

1. 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.

2. The concept of 4Ps of a marketing mix was introduced by Jerome McCarthy and developed by Philip Kotler. In this regard, the creation of a product is the starting point for the marketing mix because
 - (a) The production department must know what to produce first
 - (b) The product is the first of the four P's in the marketing mix
 - (c) Product development takes the longest amount of time to complete
 - (d) Determination of the price, promotional campaign, and distribution network cannot begin until the product has been specified.
3. ITC dedicated one rupee from the sale of each packet of Sunfeast for the education of physically challenged children. Which approach is the company following?
 - (a) Societal marketing concept.
 - (b) Positioning Concept.
 - (c) Promotion Concept.
 - (d) Image Building Concept.
4. Kellogs runs an advertising campaign on morning radio shows encouraging current customers to "have Oats Breakfast in the morning" instead of just plain morning tea. This is an example of
 - (a) Market development
 - (b) Product development
 - (c) Market penetration
 - (d) Customization
5. _____ is the process of planning and executing the conception, pricing, promotion and distribution of ideas, goods and services to create exchanges that satisfy individual and organizational goals.
 - (a) Marketing.
 - (b) Offering Credit & Financing
 - (c) Advertising and Promotion.
 - (d) Sampling.
6. Which of the following is defined as a state of felt deprivation of some basic satisfaction?
 - (a) Need
 - (b) Demand
 - (c) Exchange
 - (d) Monetary
7. What term is used for the total financial value associated with a brand?
 - (a) Brand awareness
 - (b) Brand loyalty
 - (c) Brand equity
 - (d) Brand image
8. What does 'two-way stretch' refer to in product line length decisions?
 - a) Expanding into higher-end and lower-end markets
 - b) Targeting the middle-income segment only
 - c) Eliminating the top and bottom of the product line
 - d) Focusing only on premium products
9. Which term describes a product that is meant for further processing or for use in conducting a business?
 - a) Consumer goods
 - b) Industrial goods
 - c) Specialty goods
 - d) Shopping goods
10. What is the first stage of the new product development process?
 - a) Concept testing
 - b) Idea generation
 - c) Product development
 - d) Commercialization

11. Which of the following services mix categories refers to a product with accompanying services?

- a) Pure service
- b) Tangible good with accompanying services
- c) Major service with accompanying minor goods
- d) Hybrid offering

12. Which of the following factors is most critical when deciding on the mode of entry for international markets?

- a) Brand awareness
- b) Market size and growth potential
- c) Corporate social responsibility
- d) Local advertising regulations
