

**MCom (HPP) Sem.-1 FFS Examination
CC-2**

Marketing Management

February-2025

[Max. Marks : 70

Time : 2-30 Hours]

- Que. 1 Explain all the elements contained in an ideal marketing Plan (14)
- OR**
- Que. 1 Describe in detail the Factors contributing to consumers buying behaviour. (14)
- Que. 2 What are the different marketing strategies to be adopted at different stages of a product Life Cycle. (14)
- OR**
- Que. 2 Describe the concept of Identifying and Analysing Competitors (14)
- Que. 3 Write a note on steps in Developing Effective Communication. (14)
- OR**
- Que. 3 How should a company price a new good or service? Describe all steps in Setting a Pricing Policy. (14)
- Que. 4. Make a note on how any company can achieve excellence in Services Marketing? (14)
- OR**
- Que. 4. Mention major decisions in international marketing and explain any two decisions in detail. (14)
- Que. 5 **Attempt any Seven of the Following** (14)
1. Balaji Telefilms defines itself as being a company in the film making business rather than providing entertainment. This is an example of

(a) Modern marketing	(c) Pure competition
(b) Product positioning	(d) Reactive marketing
 2. A consumer who realizes the need for a product will try to gather information regarding the product from several sources. An example of a public source of information for an external information search is

(e) Advertising	(g) Sales personnel
(f) Consumer reports magazine	(h) Friends and relatives
 3. The evolution of marketing has passed through various eras. Which of the following statements is the most appropriate characteristic of the production era?

(a) "If we sell harder, we will sell more"	(c) "There is no limit on what we can sell if we produce efficiently"
(b) "We need to cater to the diverse needs of consumers"	(d) "The more options we offer consumers, the better"
 4. 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 behaviors
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- (c) The laws and government agencies limiting individual behavior in society
- (d) The characteristics of populations.
5. A person can satisfy his needs and wants by producing the goods himself, stealing them, coercing someone to provide them, or through exchanges with other persons. In order for exchange to occur
- (a) A complex societal system must be involved
- (b) Each party must have something of value to the other party
- (c) Money or other legal tender is required
- (d) Organized Marketing activities must also occur.
6. Which of the following departments generates actual revenues for an organization?
- (a) Marketing department
- (b) Accounts Department
- (c) Finance Department.
- (d) Production Department.
7. Which of the following refers to a service industry?
- (a) Durable goods manufacturing
- (b) Capital goods sales
- (c) Hospitality and tourism
- (d) Agricultural production
8. Which pricing method is influenced by consumer psychology?
- (a) Skimming pricing
- (b) Penetration pricing
- (c) Psychological pricing
- (d) Cost-plus pricing
9. What is the key benefit of marketing communications?
- (a) Reducing production costs
- (b) Increasing customer awareness and engagement with a brand
- (c) Managing logistics and transportation
- (d) Controlling pricing fluctuations
10. Which of the following is an example of geographical pricing?
- (a) Offering the same price nationwide
- (b) Setting different prices in different regions
- (c) Charging a flat rate globally
- (d) Offering bulk discounts
11. Which concept is central to brand equity?
- (a) Financial performance
- (b) Brand awareness and customer perception
- (c) Supply chain management
- (d) Competitive pricing
12. What is a down-market stretch?
- (a) Introducing a lower-priced product
- (b) Reducing advertising efforts
- (c) Expanding product features
- (d) Entering premium market segments
