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1305E599

Candidate's Seat No: _____

IMBA (IIS) Sem.6 Examination

Marketing Mgmt.II

Time : 2.30 Hours]

May-2025

[Max. Marks : 70

Instructions:

1. The figures on right-hand side indicate marks.
2. Use of calculators is **NOT allowed**.

Q#1. What is the concept of 'Setting of price'? Discuss the factors influencing pricing decisions. [14 Marks]

OR

Q#1. What do you understand by pricing? Explain its significance in business and highlight its role in strategic decision-making. [14 Marks]

Q#2. What is 'Franchising'? "McDonalds is a classic example of 'business format franchise' & Reebok outlet, an example of 'product or brand name franchise'. Do you agree with this? Justify. [14 Marks]

OR

Q#2. What are the different levels/types of distribution channels? What are the functions of a wholesaler? [14 Marks]

Q#3. Define the concept of 'Channel Options'? Explain the market logistics decisions in order processing with an example of a FMCG product. [14 marks]

OR

Q#3. What is the concept of marketing channel levels? Write the channel flow of the product 'Fogg's perfume to end user. [14 Marks]

Q#4. Explain the key steps involved in developing effective communication in marketing. Illustrate your answer with a suitable example related to marketing. [14 Marks]

OR

Q#4. Explain the role of marketing communication. Discuss the various objectives of sales promotion. [14 Marks]

Q#5 Answer the following MCQs (attempt any 7 out of 12)

[14 Marks]

1. Which pricing strategy involves setting a high initial price to skim maximum revenues layer by layer from the segments willing to pay the high price?
 - A. Penetration pricing
 - B. Cost-plus pricing
 - C. Skimming pricing
 - D. Competitive pricing

2. What is brand equity?
 - A. The price of a brand
 - B. The value of a brand in a competitive market
 - C. The cost to develop a brand
 - D. The total units sold by a brand

3. Which of the following best defines positioning?
 - A. Advertising your product
 - B. Selling to a target audience
 - C. Creating a distinct image in the minds of consumers
 - D. Pricing the product competitively

4. Which of these is a pull strategy in marketing?
 - A. Offering heavy discounts to retailers
 - B. Advertising directly to consumers
 - C. Giving commissions to wholesalers
 - D. Pushing stock through sales agents

5. In psychological pricing, which of the following is an example?
 - A. Pricing a laptop at ₹50,000
 - B. Pricing a product at ₹499 instead of ₹500
 - C. Offering two for the price of one
 - D. Dynamic pricing based on time

6. Intensive distribution is most suitable for:
 - A. High-end electronics
 - B. Luxury apparel
 - C. Convenience products like soft drinks
 - D. Custom-made goods

7. A channel conflict occurs when:
 - A. Retailers fail to sell enough units

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- B. Two or more members of the distribution channel disagree on goals or roles
 - C. Advertising does not reach the target audience
 - D. Products are returned in large quantities
8. Omni-channel retailing focuses on:
- A. Eliminating brick-and-mortar stores
 - B. Creating a seamless shopping experience across physical and digital platforms
 - C. Using only mobile apps for promotion
 - D. Selling exclusively through e-commerce
9. A push promotional strategy primarily targets:
- A. End consumers through direct advertising
 - B. Influencers via social media
 - C. Trade intermediaries such as wholesalers and retailers
 - D. Email campaigns and loyalty programs
10. In integrated marketing communications (IMC), the goal is to:
- A. Focus on a single promotional channel
 - B. Maximize the budget for personal selling
 - C. Ensure consistency across all promotional tools and channels
 - D. Rely only on public relations and press coverage
11. Which promotional mix element is most effective in building long-term customer relationships in B2B markets?
- A. Advertising
 - B. Public relations
 - C. Personal selling
 - D. Sales promotion
12. A company introduces a new product and uses comparative advertising. This strategy involves:
- A. Promoting the product through user reviews
 - B. Comparing its product directly with competitors' products
 - C. Offering price discounts and coupons
 - D. Highlighting customer testimonials

*****END OF PAPER*****