

BRAINWARE UNIVERSITY

Course MBA

Marketing Management (MBA202)

(Semester - 2)

Time allotted: 3 Hours Full Marks: 70

[The figure in the margin indicates full marks. Candidates are required to give their answers in their own words as far as practicable.]

Group -A (Multiple Choice Type Question) $10 \times 1 = 10$ Choose the correct alternative from the following 1. (i) Which is not a type or mode of marketing communication? a. Advertising b. Sales Promotion c. Marketing Channel d. Public Relation (ii) Which one is the objective of Pricing? b. Reach a. Promotion c. Availability d. Market Share (iii) Which one is an example of Value Pricing? b. Cost Plus Price a. Mark Up Price c. Product Bundle Price d. High Low Price Coke, Nivea, Dove, and Virgin have added a host of new products under their brand (iv) umbrellas in recent years. This is an example of; a. Brand Extension b. Brand Associations c. Brand Proliferation d. Brand Sponsorship (v) Based on the data received from research, HUL launched four different washing powders for Indian market. This is an example of;; a. Mass Marketing b. Segment Marketing c. Niche Marketing d. Local Marketing (vi) When VIVO spend a lot of money to become official sponsor of the IPL. It is an example of

b. Brand Sponsorshipd. Brand Extension

a. Brand Positioning

c. Brand Development

make fo	or a particular product		ne frequency of consumption consumer market segmentati			
a.	Demographic	b.	Behavioral			
	~ -	d.	Geo-Demographic			
When a new video console like the Xbox comes out, it creates demand for a whole new crop of video games. This is an example of						
a.	Derived Demand	b.	Fluctuating Demand			
c.	Joint Demand	d.	Simple Demand			
ix) is the art and science of management, engineering and technical activities concerned with requirements, design and supplying, maintaining resources to support objectives, plans and operation. Fill in the blank						
a.	Logistics	b.	Wholesaling			
c.	Retailing	d.	Manufacturing			
(x) Since a salesman, in persuading a prospect to buy a certain product, follows a persona approach; salesmanship, in the present-day-times in often popularly called as (fill in the blank)						
a.	Direct selling	b.	Personal selling			
c.	Direct Marketing	d.	Public Relation			
		Group – B	}			
(Short Answer Type Questions)						
Explain P Write a no Write a no What is B	Product Mix Pricing Stote on Integrated Mariote on budget allocations and Development?	trategies with exar keting Communic on decision in mar	ation keting communication	5 5 5 5		
	a. c. When a new cro a. c. activities support a. c. Since a approace a. c. Wer any the Explain P Write a new Write a new Write a new What is E	a. Demographic c. Psychographic When a new video console li new crop of video games. Th a. Derived Demand c. Joint Demand	a. Demographic b. c. Psychographic d. When a new video console like the Xbox come new crop of video games. This is an example o a. Derived Demand b. c. Joint Demand d.	a. Demographic c. Psychographic d. Geo-Demographic When a new video console like the Xbox comes out, it creates demand for a new crop of video games. This is an example of a. Derived Demand b. Fluctuating Demand c. Joint Demand d. Simple Demand is the art and science of management, engineering and tecl activities concerned with requirements, design and supplying, maintaining r support objectives, plans and operation. Fill in the blank a. Logistics b. Wholesaling c. Retailing d. Manufacturing Since a salesman, in persuading a prospect to buy a certain product, follows approach; salesmanship, in the present-day-times in often popularly called a		

 $3 \times 15 = 45$

Group - C

(Long Answer Type Questions)

Ans	wer a	ny three from the following	
7.		What is Brand Equity?	5
	(b)	Explain the elements of Brand Equity?	
			10
8.	(a)	Internal or external forces often lead an organization to change its prices.	
		Explain how initiating and responding to price changes are done by	
		organizations?	10
	(b)	Explain EDLP with an example of organization applying it in India.	5
	(a)	What is the meaning of Business Market?	3
	(b)	State the characteristics of Business Market?	6
	(c)	Explain the buying situations in Business Market?	6
((a)	Define Pricing?	3
	(b)	What are the objectives of Pricing?	6
	(c)	Explain Cost Based and Value Based Pricing	6
11.	(a)	What is positioning?	4
	(b)	What are the steps in positioning? (only mention the steps)	3
	(c)	What are different types of positioning?	6
	(d)	Give a brand name which you feel have very strong positioning with reason?	2