



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 x 1 = 10

1. Choose the correct alternative from the following

- (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?
 - a. Promotion
 - b. Reach
 - c. Availability
 - d. Market Share
- (iii) Which one is an example of Value Pricing?
 - a. Mark Up Price
 - b. Cost Plus Price
 - c. Product Bundle Price
 - d. High Low Price
- (iv) Coke, Nivea, Dove, and Virgin have added a host of new products under their brand 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
 - a. Brand Positioning
 - b. Brand Sponsorship
 - c. Brand Development
 - d. Brand Extension

Group – C

(Long Answer Type Questions)

3 x 15 = 45

Answer any *three* from the following

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|-----|--------------------------------------------------------------------------------------------------------------------------------------------------------------------|----|
| 7. | (a) 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 |
| 9. | (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 |
| 10. | (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 |