



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)

1. Choose the correct alternatives for the following:

10 x 1 = 10

- i) Valuable competencies, physical assets and human assets represent company's
a) strengths, b) weaknesses, c) opportunities, d) threats
- ii) is the highest need in the Maslow hierarchy.
a) self actualization, b) safety, c) physiological, d) esteem
- iii) is the starting step in applying the marketing strategy.
a) segmentation, b) Positioning, c) Targeting, d) Branding
- iv) Which is paid form of non-personal communication?
a) Sales promotion, b) Public relation, c) Personal selling, d) Advertising
- v) When segmenting on the basis of family life cycle, all of the following are segment categories EXCEPT _____.
a) young, single, b) male, female, c) young, married, d) older, married
- vi) Michael Porter has identified five forces that determine the intrinsic long-run attractiveness of a market or market segment. Which of the following would NOT be among Porter's five forces?
a) Industry competitors, b) Technological partners, c) Substitutes, d) Potential new entrants
- vii) A firm that is willing to maintain its market share and not rock the boat is known as a _____.
a) market challenger, b) market leader, c) market follower, d) market nicher

viii) Hoardings, billboards and posters are some of the tools used in media.

a) print, b) broadcast, c) outdoor, d) online

ix) All marketing strategy is built on STP—segmentation, targeting, and _____.

a) positioning, b) product, c) planning, d) promotion

x) _____ are tangible goods that normally survive many uses.

a) Non durable goods, b) Durable goods, c) Services goods, d) Unsought goods

Group B

(Short Answer Type Questions)

Answer any three of the following

3 x 5 = 15

2. Discuss the promotional mix strategy.
3. Mention the bases of demographic segmentation.
4. Distinguish between marketing and selling?
5. What is advertising? How does it differ from publicity?
6. Discuss the concept of four Ps of marketing?

Group C

(Long Answer Type Questions)

Answer any three of the following

3 x 15 = 45

7. What is marketing mix? Discuss the various elements of marketing mix. [15]
8. Describe the concept of Product Life Cycle with suitable example. [15]
9. What is market positioning? Explain the process of choosing and implementing a positioning strategy? [5+ 10 = 15]
10. Discuss the various types of pricing methods and its importance. [15]
11. Elaborate the steps involved in consumer decision making process. [15]