



BRAINWARE UNIVERSITY

Term End Examination 2024-2025

Programme – MBA(HM)-2024

Course Name – Marketing Management

Course Code - MHM10107

(Semester I)

Library
Brainware University
398, Ramkrishnapur Road, Barasat
Kolkata, West Bengal-700125

Full Marks : 60

Time : 2:30 Hours

[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 x 15=15

1. Choose the correct alternative from the following :

- (i) Choose the father of Modern Marketing from the following.
 - a) Abraham Maslow
 - b) Lester Wunderman
 - c) Peter Drucker
 - d) Philip Kotler
- (ii) Show the market that supports illegal trading of goods like drugs and weapons.
 - a) Financial Market
 - b) Intermediate Market
 - c) Black Market
 - d) Virtual Market
- (iii) Relate a tangible product from the followings.
 - a) Consultancy service
 - b) Banking service
 - c) Book
 - d) Insurance policy
- (iv) identify the statement from the followings that is true about industrial products.
 - a) They are meant for direct consumer use
 - b) They have vast consumer demand
 - c) They are used as inputs in the manufacturing of other products
 - d) They are consumed immediately after purchase
- (v) Choose the stage of the Product Life Cycle (PLC), a company uses promotional strategies to build product awareness.
 - a) Growth Stage
 - b) Introduction Stage
 - c) Maturity Stage
 - d) Decline Stage
- (vi) Choose the stage of New Product Development from the followings that represent: 'the product concept is developed into a detailed version of the idea.'
 - a) Idea Generation
 - b) Concept Development and Testing
 - c) Product Development
 - d) Commercialization
- (vii) Choose the meaning of the term, 'brand' according to Kotler.
 - a) A marketing tool used to promote goods and services
 - b) A sum of all the attributes inherent to the offering

- c) A name, term, sign, or symbol that identifies the maker or seller of a product
d) None of these
- (viii) Identify the right option from the followings: The pricing strategy of setting a high price in the introduction phase of the product and gradually lowering its price is called
- a) Skimming
b) Penetration
c) Pead load pricing
d) None of these
- (ix) Which of the following factors is considered in the pricing framework?
- a) Cost of production
b) Customer's perception of value
c) Effects of competition
d) All of these
- (x) Identify the direct distribution channel from the followings.
- a) When the product moves through several intermediaries
b) When the producer sells the product directly to the consumer
c) When the product is shipped internationally
d) When the retailer owns the distribution channel
- (xi) Which of the following is not a key element of Place (Distribution)?
- a) Distribution channels
b) Market coverage
c) Product pricing
d) Logistics
- (xii) Which of the following is the objective of promotion in marketing?
- a) Increase awareness
b) Generate interest
c) Build brand loyalty
d) All of these
- (xiii) Show the type of communication that is mainly followed in advertising.
- a) Two-way communication
b) One-way communication
c) Interactive communication
d) Customer feedback communication
- (xiv) Select the type of products from the followings that benefit more from personal selling.
- a) Low-cost, everyday items
b) Products with high prices and complex features
c) Seasonal promotional items
d) Mass-market consumer goods
- (xv) Choose the primary objective of public relations from the followings.
- a) To increase product sales
b) To maintain a positive reputation of the brand
c) To handle internal company policies
d) None of these

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Group-B

(Short Answer Type Questions)
(Answer any Five from the following)

3 x 5=15

2. Define the concept of marketing. (3)
3. Briefly explain the role of customer feedback in the New Product Development process, particularly during Concept Development and Testing. (3)
4. Explain the disadvantages of skipping the Test Marketing stage in New Product Development. (3)
5. Briefly explain the concept of cost-plus pricing. (3)
6. Justify the statement: 'Personal selling considered an effective promotional tool'. (3)

OR

- Justify the importance of audience segmentation in the design of a promotion mix. (3)

Group-C

(Long Answer Type Questions)

5 x 6=30

7. Explain the process of New Product Development. (5)
8. Explain the factors that are to be considered in the selection of media for advertising. (5)
9. Evaluate the impact of a strong brand on consumer behavior and the overall market. (5)

10. What are the importance of segmentation and targeting in marketing? (5)
11. Identify the advantages of marketing to the society. (5)
12. The success of the advertisement campaign depends on the proper selection of the media (5)
- Justify.

OR

Explain the importance of advertisement in modern business. (5)

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