

**Programme – MBA-2024**

**Course Code - MBA20110**

**( Semester II )**

Library

Brainware University  
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Kolkata, West Bengal-700125

**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)

$$1 \times 15 = 15$$

1. Choose the correct alternative from the following :

- (i) "Consumers dislike the product and may even pay to avoid it". The above demand state can be identified as \_\_\_\_\_.
  - a) Nonexistent demand
  - b) Negative demand
  - c) Latent demand
  - d) Declining demand
- (ii) \_\_\_\_\_ can be described as the individuals and households who buy goods and services for personal consumption.
  - a) The target market
  - b) The business market
  - c) The consumer market
  - d) The institutional market
- (iii) Building mutually satisfying long-term relationships with key constituents in order to earn and retain their business can be described as:
  - a) Integrated marketing
  - b) Relationship marketing
  - c) Internal Marketing
  - d) Performance marketing
- (iv) Explain the pricing method that involves setting prices based on competitors' pricing strategies.
  - a) Cost-Plus Pricing
  - b) Value-Based Pricing
  - c) Competition-Based Pricing
  - d) Skimming Pricing
- (v) Identify a characteristic of the macro-environment in marketing.
  - a) Internal company policies
  - b) Consumer demographics
  - c) Competitive pricing strategies
  - d) Market segmentation
- (vi) Select the element of the marketing mix that includes the product's design, features, and packaging:

- a) Price  
c) Product
- b) Place  
d) Promotion
- (vii) Identify a stage in the product lifecycle where marketing efforts focus on maintaining market share:
- a) Introduction  
c) Maturity
- b) Growth  
d) Decline
- (viii) Which of the following can not be considered as a characteristic of service?
- a) Intangibility  
c) Variability
- b) Durability  
d) Perishability
- (ix) Relate the element of the marketing mix that involves communicating with customers:
- a) Price  
c) Product
- b) Place  
d) Promotion
- (x) Explain the concept of "place" in the marketing mix:
- a) The features and benefits of the product  
c) The amount of money the customer pays for the product
- b) The way in which the product is delivered to the customer  
d) The communication channels used to reach customers
- (xi) TAJ hotel's marketing communications mix consists of a special blend of advertising, sales promotion, public relations, personal selling, and direct-marketing tools that the company uses to communicate customer value and build customer relationships. This can also be inferred to as \_\_\_\_\_.
- a) Direct marketing  
c) The promotion mix
- b) Affiliate marketing  
d) Niche marketing
- (xii) A health and wellness company wants to promote its organic and eco-friendly products to environmentally conscious consumers who prioritize sustainable living. Analyze the type of segmentation the company should use.
- a) Geographic segmentation  
c) Psychographic segmentation
- b) Demographic segmentation  
d) Behavioral segmentation
- (xiii) Select which of the following actions would NOT be considered green marketing.
- a) Promoting a product's energy-efficient features  
c) Falsely claiming a product is environmentally friendly
- b) Using recycled materials in product packaging  
d) Promoting use of bicycles
- (xiv) Choose from the following the type of marketing that focuses on intangible products, such as banking, insurance, and healthcare.
- a) Service marketing  
c) Affiliate marketing
- b) Rural marketing  
d) Green marketing
- (xv) When choosing green marketing strategies, what should companies prioritize?
- a) Cost reduction  
c) Market dominance
- b) Environmental sustainability  
d) Global expansion

### Group-B

(Short Answer Type Questions)

3 x 5=15

2. Distinguish between sales and marketing. (3)
3. Discuss in detail the concept of need, want & demand. (3)
4. Discuss in short how can you segment the market based on geographic segmentation. (3)
5. Describe the concept of "Latent Demand" comprehensively with a relevant example. (3)

6. Explain the concept of "Product Mix."

(3)

OR

Explain the concept of "Product Line."

(3)

**Group-C**

(Long Answer Type Questions)

5 x 6=30

7. Provide an in-depth explanation of the Segmentation, Targeting, and Positioning (STP) concept. (5)
8. Discuss in detail the steps involved in the New Product Development. (5)
9. Analyze the role of 'Sales Promotion' as an element of promotion mix. (5)
10. Explain the term "Marketing concept philosophy" in detail with examples. (5)
11. Assess the importance of public relations (PR) in brand reputation management. (5)
12. Distinguish between line extension & brand extension citing relevant examples. (5)

OR

Assess the effectiveness of sales promotion in influencing consumer behavior. (5)

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