



BRAINWARE UNIVERSITY

Term End Examination 2023-2024
Programme – MBA-2022/MBA-2023
Course Name – Marketing Management
Course Code - MBA202
(Semester II)

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) Identify from the following, how marketing must be understood
- | | |
|--|---|
| a) Conversion of raw materials into finished goods | b) Management of youth demand |
| c) Satisfying customer needs | d) Telling a customer about the product |
- (ii) "Consumer purchases vary on a seasonal, monthly, weekly, daily, or even hourly basis." The above demand state can be identified as _____.
- | | |
|---------------------|--------------------|
| a) Irregular demand | b) Overfull demand |
| c) Declining demand | d) Latent demand |
- (iii) "Consumers begin to buy the product less frequently or not at all". The above demand state can be identified as _____.
- | | |
|---------------------|-----------------------|
| a) Full demand | b) Declining demand |
| c) Irregular demand | d) Nonexistent demand |
- (iv) Identify the pricing strategy that aims to position a product as high quality and exclusive.
- | | |
|--------------------|----------------------|
| a) Price Skimming | b) Price Penetration |
| c) Premium Pricing | d) Value Pricing |
- (v) Identify a factor that defines the micro-environment in marketing.
- | | |
|---------------------------|-------------------------------|
| a) Economic conditions | b) Political stability |
| c) Supplier relationships | d) Technological advancements |
- (vi) Choose the promotional tool that uses media channels such as TV, radio, print, or online platforms to convey marketing messages.
- | | |
|---------------------|---------------------|
| a) Advertising | b) Sales promotion |
| c) Direct marketing | d) Personal selling |

- (vii) Construct the following:- Hospital is basically a
- a) Product based industry
 - b) Service based industry
 - c) Idea based industry
 - d) None of these.
- (viii) In the context of new product development, which stage involves generating ideas for potential new products or services?
- a) Concept Development and Testing
 - b) Idea Generation
 - c) Market Testing
 - d) Commercialization
- (ix) Explain the concept of "price" in the marketing mix:
- a) The way in which the product is delivered to the customer
 - b) The costs associated with producing the product
 - c) The amount of money the customer pays for the product
 - d) The features and benefits of the product
- (x) Examine the type of promotion that involves providing incentives to encourage customers to purchase a product:
- a) Advertising
 - b) Public relations
 - c) Sales promotions
 - d) Personal selling
- (xi) To encourage customers to try the new VR headset and gain market share rapidly, Meta company decides to set an initial low price. Analyze the pricing strategy Meta is using.
- a) Skimming Pricing
 - b) Psychological Pricing
 - c) Penetration Pricing
 - d) Competition oriented
- (xii) Select the pricing method that focuses on setting prices based on what customers are willing to pay.
- a) Cost-Plus Pricing
 - b) Competition-Based Pricing
 - c) Value-Based Pricing
 - d) Skimming Pricing
- (xiii) Sarah is a passionate art collector and is looking for a rare painting by a renowned artist. Analyze the type of product Sarah is searching for.
- a) Convenience goods
 - b) Shopping goods
 - c) Specialty goods
 - d) Unsought goods
- (xiv) Select which of the following actions would NOT be considered green marketing.
- a) Promoting a product's energy-efficient features
 - b) Using recycled materials in product packaging
 - c) Falsely claiming a product is environmentally friendly
 - d) Promoting use of bicycles
- (xv) Choose from the following the type of marketing that involves selling products directly to end consumers in physical stores:
- a) Wholesale marketing
 - b) Retail marketing
 - c) Digital marketing
 - d) Green marketing

Group-B

(Short Answer Type Questions)

3 x 5=15

2. Discuss in short the concept of convenience goods. (3)
3. Define the concept of "Market-space" in the domain of marketing. (3)
4. Explain the concept of penetration pricing strategy with suitable examples. (3)
5. Explain the concept of "Expected Product." (3)
6. Explain the concept of "Core Product." (3)

OR

- Explain the concept of "Product Mix." (3)

Group-C
(Long Answer Type Questions)

5 x 6=30

7. Discuss in detail the steps involved in the strategic brand management process. (5)
8. Describe in detail the concept of holistic marketing. (5)
9. Recommend five strategies to an online food delivery aggregator that is experiencing declining average order value. (5)
10. Explain the term "Selling concept philosophy" in detail with examples. (5)
11. Explain in detail how can you segment the market based on geographic segmentation. (5)
12. Analyze the advantages of personal selling over advertisement. (5)

OR

Analyze in detail any two tools or elements of promotion mix. (5)
