



BRAINWARE UNIVERSITY

Term End Examination 2023-2024

Programme – MBA(HM)-2023

Course Name – Marketing Management

Course Code - MBAHM203

(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) Good marketing is no accident, but a result of careful planning and _____. Which is the correct option?
a) execution
b) selling
c) strategies
d) research
- (ii) Companies selling mass consumer goods and services such as soft drinks, cosmetics, air travel, and athletic shoes and equipment spend a great deal of time trying to establish a superior brand image in markets called _____. Which is the the correct option?
a) business markets
b) global markets
c) consumer markets
d) service markets
- (iii) The _____ concept holds that consumers will favor those products that offer the most quality, performance, or innovative features. Which is the correct option?
a) marketing
b) production
c) product
d) selling
- (iv) Chimney Sweeps employs people to clean fireplaces and chimneys in homes and apartments. The firm is primarily the marketer of _____. Choose the correct option.
a) An image
b) A service
c) A good
d) An idea
- (v) Analyze the trade where no middle men are involved to estimate.
a) Wholesale trade
b) Retail trade
c) Direct marketing
d) Indirect marketing
- (vi) _____ is the concept under which a company carefully integrates and coordinates its many communications channels to deliver a clear, consistent, and

compelling message about the organization and its products. Assume the correct option.

- a) The promotion mix
c) Integrated marketing communications
- b) Integrated international affairs
d) Integrated demand characteristics
- (vii) The term "marketing mix" explains:
- a) A composite analysis of all environmental factors inside and outside the firm
c) The relationship between a firm's marketing strengths and its business weaknesses
- b) A series of business decisions that aid in selling a product
d) A blending of four strategic elements to satisfy specific target markets
- (viii) Newsletters, catalogues, and invitations to organization-sponsored events are most closely associated with the marketing mix activity of--- Assume the correct option.
- a) Pricing
c) Product development
- b) Distribution
d) Promotion
- (ix) In _____ stage , a product is well established in the market. choose the correct option.
- a) Growth.
c) Introduction.
- b) Maturity.
d) Decline.
- (x) Testing before launching a product is identified as _____.
- a) Test marketing
c) Acid test
- b) Concept testing
d) Market test
- (xi) A _____ is an intangible product involving a deed, a performance or an effort that cannot be stored or physically possessed. Choose the correct option.
- a) Production
c) Service
- b) Consumption
d) All of these
- (xii) Show the most formal meaning of marketing is _____.
- a) Meeting needs profitability
c) _____
the 4 Ps
- b) Improving the quality of life for consumers
d) an organizational function and a set of process for creating, Communicating and delivering, Value to customers and that benefit the organization
- (xiii) _____ segmentation classifies consumers on the basis of age, gender, income and occupation.
- a) Psychological
c) Demographic
- b) Geographic
d) Behavioral
- (xiv) _____ helps to understand consumers that are influenced by their environment. Show the correct answer.
- a) Consumer behavior
c) Perception
- b) Motives
d) Learning
- (xv) The emotional attachment of a customer towards a brand is known as _____. Choose the correct option.
- a) Brand loyalty
c) Brand equity
- b) Brand awareness
d) Brand association

Group-B

(Short Answer Type Questions)

3 x 5=15

2. Define latent demand and unwholesome demand with example. (3)
3. Construct the importance of branding in healthcare marketing strategy. (3)
4. Summarize Product length and Product depth. (3)

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- 5. List the factors affecting the promotion mix. (3)
- 6. Assess the importance for a successful marketer to clearly understand consumer needs and motivation. (3)

OR

Explain GAP model of services marketing. (3)

Group-C
(Long Answer Type Questions)

5 x 6=30

- 7. Contrast Product Mix. (5)
- 8. What are the importance of segmentation and targeting in marketing? (5)
- 9. Build the specific features should healthcare organizations prioritize when selecting a CRM system to meet the unique needs of the industry. (5)
- 10. Categorize different types of cost oriented pricing Methods. (5)
- 11. Explain the factors that should be considered when setting initial prices for a new product or service. (5)
- 12. Explain the challenges faced by the service industry. (5)

OR

Explain the determinants of consumer behaviour. (5)
