



BRAINWARE UNIVERSITY

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Brainware University
398, Ramkrishnapur Road, Barasat
Kolkata - 700 105

Term End Examination 2023
Programme – MBA-2018/MBA-2019/MBA-2020/MBA-2021
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) Solve the issue: Low email open rates. Possible reasons:

- | | |
|-----------------------------|--------------------------------|
| a) Irrelevant content | b) Technical issues with email |
| c) Inactive subscriber list | d) All of the above |

(ii) Choose the main benefit of green marketing for companies.

- | | |
|------------------------------|------------------------|
| a) Increased profits | b) Decreased costs |
| c) Improved brand reputation | d) Reduced competition |

(iii) Identify the following:- Second stage in the Consumer Decision Making model is _____

- | | |
|-------------------------------|-----------------------|
| a) Need | b) Information Search |
| c) Evaluation of alternatives | d) Purchase |

(iv) Predict the following:- Research has shown that younger and higher income customers are more likely to use _____ channels.

- | | |
|-----------------|----------------|
| a) self-service | b) single site |
| c) Personal | d) Impersonal |

(v) Identify the following:- A _____ is a need that is sufficiently pressing to direct the person to seek satisfaction of the need.

- | | |
|------------|----------------|
| a) Motive. | b) want |
| c) demand | d) requirement |

(vi) Identify which of the following is an example of a marketing objective?

- | | |
|-----------------------------------|----------------------------------|
| a) Increase employee productivity | b) Improve customer satisfaction |
| c) Reduce operating costs | d) Increase market share |

(vii) Select the element of the marketing mix that involves getting the product to the customer:

- | | |
|------------|--------------|
| a) Price | b) Place |
| c) Product | d) Promotion |

- (viii) Identify the following:- Marketing is a process of converting the potential customers into.....
- a) actual customers
b) prospective customers
c) marketers
d) none of these
- (ix) Infer which of these is not an element of promotion?
- a) Sales Promotion
b) Personal Selling
c) Advertising
d) Public Networking
- (x) Choose from the following which is not the nature and characteristic of a service.
- a) Intangibility
b) Durability
c) Variability
d) Perishability
- (xi) Choose one of the following that is not included in 4 P's ?
- a) Product
b) Place
c) Price
d) Person
- (xii) Identify the following:- The promotion "P" of marketing is also known as _____.
difficult because of
- a) Marketing Communication
b) Cost
c) Distribution
d) Product Differentiation
- (xiii) Infer which one of the following vehicles is used when traffic building is the consumer promotion objective?
- a) Discount sales
b) Special events
c) Coupons
d) Catalogue offers
- (xiv) Choose the correct one:- Fixed costs _____ as the number of units produced increases
- a) decrease
b) increase
c) divide in half
d) remain the same
- (xv) Relate the following:- When the customer is aware and willing to buy the product at higher prices which pricing strategy is appropriate?
- a) Penetrating Pricing Strategy
b) Skimming Pricing Strategy
c) Going Rate Pricing Strategy
d) Sealed Bid Pricing Strategy.

Group-B

(Short Answer Type Questions)

3 x 5=15

2. Discuss in detail the concept of need, want & demand. (3)
3. Discuss in short the concept of convenience goods. (3)
4. Discuss in short how can you segment the market based on demographic segmentation. (3)
5. Recommend three strategies for implementing green marketing strategies in an educational institute. (3)
6. Differentiate between Personal Selling & Advertisement. (3)

OR

Differentiate between Discount & Rebate.

(3)

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Group-C

(Long Answer Type Questions)

5 x 6=30

7. Develop a marketing mix for Samsung Mobiles. (5)
8. Identify the key differences between marketing and sales. (5)
9. Distinguish between price skimming & price penetration citing relevant examples (5)
10. Distinguish between digital marketing & traditional marketing citing relevant examples. (5)
11. Explain the term "Selling concept philosophy" in detail with examples. (5)
12. Explain in detail citing real life examples the concept of psychological pricing. (5)

OR

Explain in detail citing real life examples the concept of product mix length.

(5)

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