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

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) Define the term "SWOT analysis."
- a) An analysis that identifies a company's strengths weaknesses opportunities and threats.
- b) An analysis that measures the effectiveness of a company's promotional campaigns.
- c) An analysis that evaluates a company's financial performance.
- d) An analysis that assesses a company's customer satisfaction levels.
- (ii) Interpret the pricing strategy that involves setting a low price to gain market share:
- a) Skimming pricing
- b) Penetration pricing
- c) Premium pricing
- d) Psychological pricing
- (iii) Interpret the following:- If performance meets consumer expectations the consumer is _____.
- a) Satisfied
- b) Dissatisfied
- c) Delighted
- d) Happy
- (iv) Appraise which of the following is not one the five dimensions that is measured by the SERVQUAL SCALE?
- a) tangibles
- b) employee satisfaction
- c) responsiveness
- d) assurance
- (v) Identify the following:- _____ is a branch which deals with the various stages a consumer goes through before purchasing products or services for his end use.
- a) Consumer behavior
- b) Consumer interest
- c) Consumer attitude
- d) Consumer perception
- (vi) Select the correct one from the following:- In addition to the traditional four Ps the services marketing mix includes people physical evidence and _____:
- a) Inseparability.
- b) Planning
- c) Production
- d) Process

- (vii) Identify the correct statement. Understanding consumer buying behaviour is not easy. The answers are often
- a) How much money is the consumer willing to spend? b) How much does the consumer need the product being offered for sale?
 c) How much does a discount or a coupon affect the purchase rate? d) How do consumers respond to various marketing efforts the company might use?
- (viii) Identify primary purpose of market research
- a) To make sales b) To increase brand awareness
 c) To gather information about customers and competitors d) To develop promotional campaigns
- (ix) Recall the definition of Marketing. Marketing is the activity set of _____ & processes for creating communicating delivering & exchanging offerings that have value for customers clients partners & society.
- a) Institutions b) Organizations
 c) Companies d) Enterprises
- (x) Analyze the following:- Wal-Mart is famous for using what important type of value pricing?
- a) competition-based pricing b) everyday low pricing
 c) cost-plus pricing d) break-even pricing
- (xi) Conclude the following:- A hospital's/hotel's total 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 is also called _____.
- a) Direct marketing b) Integrated marketing
 c) The promotion mix d) Target marketing
- (xii) Infer the meaning of a distribution intensity:
- a) It is the same as a marketing plan b) It is the process of setting a price for a product
 c) It is the level of availability of a product in the marketplace d) It is the process of creating a unique name and image for a product
- (xiii) Construct the following:- Hospital is basically a
- a) Product based industry b) Service based industry
 c) Idea based industry d) None of these.
- (xiv) Relate what direct Marketing channel can also be referred to as
- a) Zero level channel b) One level channel
 c) Multi-level channel d) None of these.
- (xv) Identify the main components of the marketing mix.
- a) Product promotion pricing and place. b) Product profit packaging and positioning.
 c) Promotion positioning packaging and pricing. d) Product promotion place and people.

Group-B

(Short Answer Type Questions)

3 x 5=15

2. Discuss the importance of marketing management. (3)
3. Distinguish between brand and product. (3)
4. Define the term "Market-space" in detail. (3)

5. Explain the factors that have a substantial effect on determining the price of a new product. (3)
6. Explain in detail the concept of psychological pricing. (3)

OR

Analyze the disadvantages of advertising. (3)

Group-C

(Long Answer Type Questions)

5 x 6=30

7. Interpret the 3 extra Ps in the service marketing mix: people, process, and physical evidence. (5)
8. Describe any two marketing management philosophies. (5)
9. Distinguish between service marketing & rural marketing citing relevant examples. (5)
10. Explain in detail citing real life examples the concept of product mix width. (5)
11. Evaluate the marketing strategy of Swiggy. (5)
12. Distinguish between retail marketing & rural marketing citing relevant examples (5)

OR

Recommend five actionable strategies to boost customer satisfaction in a super-specialty hospital. (5)
