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BRAINWARE UNIVERSITY

Term End Examination 2023
Programme – MBA-2022
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) Recall who is the father of Modern Marketing.
- | | |
|-------------------|---------------------|
| a) Abraham Maslow | b) Lester Wunderman |
| c) Peter Drucker | d) Philip Kotler |
- (ii) Identify who is the father of Modern Marketing.
- | | |
|-------------------|----------------------|
| a) Abraham Maslow | b) Lester Wunderman |
| c) Peter Drucker | d) None of the above |
- (iii) Recall the father of Modern Marketing.
- | | |
|-------------------|---------------------|
| a) Abraham Maslow | b) Lester Wunderman |
| c) Peter Drucker | d) Philip Kotler |
- (iv) 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 |
- (v) 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 |
- (vi) Analyze the following statement. Typical advertising regulatory bodies suggest, for example that adverts must not: encourage _____, cause unnecessary _____ or _____, and must not cause _____ offence.
- | | |
|---|--|
| a) Unsafe practices, Wants, Fear, Trivial incorrect | b) Unsafe practices, Distress, Fear, Serious correct |
| c) Safe practices, Wants, Jealousy, Trivial incorrect | d) Safe practices, Distress, Jealousy, Serious incorrect |

- (vii) 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
- (viii) 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
- (ix) 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?
- (x) Identify the following:- With respect to post purchase behaviour, the larger the gap between expectations and performance:
- a) The greater likelihood of re-purchase.
 - b) The greater the customer's dissatisfaction.
 - c) The less likely the consumer will be influenced by advertising
 - d) The less likely the consumer will need sales confirmation and support.
- (xi) Identify the key elements of a marketing plan.
- a) Executive summary, situation analysis, marketing strategy, and financial projections.
 - b) Company history, product description, target market, and marketing budget.
 - c) Employee training, market research, customer service, and sales forecasts
 - d) Advertising campaigns, sales promotions, public relations, and direct marketing.
- (xii) Select from the following the potential benefit of green marketing for the environment.
- a) Reduced carbon footprint of products and practices
 - b) Increased availability of luxury eco-friendly products
 - c) Increased use of non-renewable resources
 - d) Increased waste and pollution from production and distribution
- (xiii) Choose the correct statement about green distribution.
- a) It is the process of distributing eco-friendly products only to environmentally conscious consumers.
 - b) It is the same as greenwashing.
 - c) It is the process of distributing eco-friendly products and practices to a wider audience.
 - d) It is the process of distributing eco-friendly products at a higher cost.
- (xiv) Choose one of the following that is not included in 4 P's ?
- a) Product
 - b) Place
 - c) Price
 - d) Person
- (xv) Complete the following statement. _____ is the only element in the marketing mix that produces revenue .
- a) Product
 - b) Price
 - c) Place
 - d) Promotion

Group-B

(Short Answer Type Questions)

3 x 5=15

2. Explain the concept of marketing mix.

(3)

- 3. Discuss in detail the various variables of technological environment. (3)
- 4. Define the term "Market" in detail. (3)
- 5. Explain the concept of "Product Mix." (3)
- 6. Distinguish between goods and service. (3)

OR

Recommend three strategies for implementing green marketing strategies in a hospital. (3)

Group-C

(Long Answer Type Questions)

5 x 6=30

- 7. Discuss in detail the steps involved in New Product Development. (5)
- 8. Develop a marketing mix for Apple Inc. (5)
- 9. Explain the "Product concept philosophy" in detail with examples. (5)
- 10. Explain the term "Marketing concept philosophy" in detail with examples. (5)
- 11. Recommend five actionable strategies to boost customer satisfaction in a fine-dining restaurant. (5)
- 12. Recommend five actionable strategies to boost customer satisfaction in street-food free standing restaurant. (5)

OR

Distinguish between line extension & brand extension citing relevant examples (5)
