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NOIDA INSTITUTE OF ENGINEERING AND TECHNOLOGY, GREATER NOIDA

(An Autonomous Institute Affiliated to AKTU, Lucknow)

MBA

SEM: II - THEORY EXAMINATION (2024.- 2025)

Subject: Marketing Management

Time: 3 Hours

Max. Marks: 100

General Instructions:

IMP: Verify that you have received the question paper with the correct course, code, branch etc.

1. This Question paper comprises of **three Sections -A, B, & C**. It consists of Multiple Choice Questions (MCQ's) & Subjective type questions.
2. Maximum marks for each question are indicated on right -hand side of each question.
3. Illustrate your answers with neat sketches wherever necessary.
4. Assume suitable data if necessary.
5. Preferably, write the answers in sequential order.
6. No sheet should be left blank. Any written material after a blank sheet will not be evaluated/checked.

SECTION-A

20

1. Attempt all parts:-

- 1-a. When a buyer makes a purchase of a particular product or a particular brand is termed as _____. (CO1) 1
- (a) Product buying motives.
 - (b) Patronage motives.
 - (c) Selection motives.
 - (d) Purchase motives.
- 1-b. _____ is the key term in AMA's definition of marketing. (CO1) 1
- (a) Sales
 - (b) Promotion
 - (c) Value
 - (d) Profit
- 1-c. A person who purchases a product or service either for his own consumption or for others is known as _____. (CO2) 1
- (a) Buyer
 - (b) Customer
 - (c) Seller
 - (d) None of these
- 1-d. _____ refers to the information a consumer has stored their memory a product or service. (CO2) 1

- (a) Cognitive dissonance
 - (b) Product knowledge
 - (c) Product research
 - (d) Marketing research
- 1-e. Ruff and tuff jeans product of Arvind Mills is an example of _____. (CO3) 1
- (a) Local marketing
 - (b) Niche marketing
 - (c) Mass marketing
 - (d) Individual marketing
- 1-f. _____ exists when in market all consumers have diverse or varied preferences in the same market. (CO3) 1
- (a) Clustered preferences
 - (b) Diffused preferences
 - (c) Homogenous preferences
 - (d) None of the above
- 1-g. _____ starts before production of goods but continues after selling of products. (CO4) 1
- (a) Selling
 - (b) marketing
 - (c) Financial planning
 - (d) None of the above
- 1-h. _____ are state of being deprived of something. (CO4) 1
- (a) choices
 - (b) habits
 - (c) Preferences
 - (d) needs
- 1-i. _____ can be defined as convergence of branding, information dissemination and sales transactions all in one place. (CO5) 1
- (a) E-advertising
 - (b) E-branding
 - (c) E-commerce
 - (d) E-marketing
- 1-j. In _____ form of marketing, you can get real time feedback and customer interaction. (CO5) 1
- (a) Tele marketing
 - (b) Digital marketing
 - (c) Radio marketing
 - (d) None of these

2. Attempt all parts:-

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|------|---|---|
| 2.a. | Name the components of external marketing environment. (CO1) | 2 |
| 2.b. | Highlight the role of gatekeepers in business buying. (CO2) | 2 |
| 2.c. | Differentiate between psychographic and behavioural segmentation. (CO3) | 2 |
| 2.d. | Explain the concept of the product line. (CO4) | 2 |
| 2.e. | List out the various platforms used in social media marketing. (CO5) | 2 |

SECTION-B

30

3. Answer any five of the following:-

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|------|--|---|
| 3-a. | Discuss the various functions of the marketing with suitable examples. (CO1) | 6 |
| 3-b. | Define market. State the various types of markets. (CO1) | 6 |
| 3-c. | Discuss how consumer buying behavior is different from organizational buying behavior. (CO2) | 6 |
| 3-d. | List the factors which influence business buying process. (CO2) | 6 |
| 3.e. | Define positioning. Explain its process. (CO3) | 6 |
| 3.f. | Explain the role of wholesaler and distributor in marketing channels. (CO4) | 6 |
| 3.g. | Discuss rural marketing strategies adopted by different companies. (CO5) | 6 |

SECTION-C

50

4. Answer any one of the following:-

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|------|--|----|
| 4-a. | ‘An important task in the marketing of goods relates to designing a label as it provides useful and detailed information about a product.’ In the light of the above statement, draw a label for a ‘liquid soap’ and highlight the important information to be provided on it. (CO1) | 10 |
| 4-b. | Differentiate between production, product, selling and marketing concept. Apply relevant examples in support of your answer. (CO1) | 10 |

5. Answer any one of the following:-

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|------|--|----|
| 5-a. | Amar is engaged in the manufacturing of refrigerators. He surveyed the market and found that customers need a refrigerator with a separate provision of water cooler in it. He decided and launched the same refrigerator in the market. Identify and explain the marketing philosophy involved. (CO2) | 10 |
| 5-b. | Explain consumer buying behavior with any one of its model. (CO2) | 10 |

6. Answer any one of the following:-

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|------|---|----|
| 6-a. | Explain STP and Design a positioning strategy for a new brand of clothing. (CO3) | 10 |
| 6-b. | Explain the basis for Marketing Segmentation. Discuss the suitable bases for marketing of Televisions in Indian market. (CO3) | 10 |

7. Answer any one of the following:-

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|------|---|----|
| 7-a. | Briefly describe each of the four distinct stages of the product life cycle by taking an example each from consumer products and industrial products you are familiar with. (CO4) | 10 |
|------|---|----|

- 7-b. Discuss the different pricing strategies with appropriate examples. (CO4) 10
8. Answer any one of the following:-
- 8-a. Explain Artificial Intelligence System. and discuss its application in Marketing of goods and services. (CO5) 10
- 8-b. Discuss the importance of CRM in relation to customer loyalty and retention. (CO5) 10

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