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NOIDA INSTITUTE OF ENGINEERING AND TECHNOLOGY, GREATER NOIDA

(An Autonomous Institute)

Affiliated to Dr. A.P.J. Abdul Kalam Technical University, Uttar Pradesh, Lucknow

MBA

SEM: I - THEORY EXAMINATION (2021 - 2022)

Subject: Marketing Management

Time: 03:00 Hours

Max. Marks: 100

General Instructions:

1. All questions are compulsory. It comprises of three Sections A, B and C.
 - Section A - Question No- 1 is objective type question carrying 1 mark each & Question No- 2 is very short type questions carrying 2 marks each.
 - Section B - Question No- 3 is Long answer type - I questions carrying 6 marks each.
 - Section C - Question No- 4 to 8 are Long answer type - II questions carrying 10 marks each.
 - 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. In the existing market strategy of introducing a new product is classified as _____. 1
(CO1)
1. Market penetration
 2. Market development
 3. Product development
 4. Diversification
- 1-b. Advertising and personal selling can be referred to as _____. In marketing strategy. 1
(CO1)
1. Product
 2. Place
 3. Price
 4. Promotion
- 1-c. If performance meets consumer expectations, the consumer is _____. (CO2) 1
1. Satisfied
 2. Dissatisfied
 3. Delighted
 4. Happy
- 1-d. The groups in which industrial goods can be classified are: (CO2) 1
1. Capital items
 2. Business supply or service
 3. Materials and parts
 4. All of the above
- 1-e. In effective target market, marketers should focus on: (CO3) 1
1. Market segmentation
 2. Market Targeting
 3. Market positioning

4. All of the above
- 1-f. The way the product is defined by consumers on important attributes is called _____.(CO3) 1
1. market segmentation
 2. image psychology
 3. product position
 4. market targeting
- 1-g. _____ are the key elements of promotion mix. (CO4) 1
1. Advertising and Sales Promotion
 2. Publicity and Public Relations
 3. Direct Marketing and Personal Selling
 4. All of the above
- 1-h. New product development starts with which one of the following steps of new product development? (CO4) 1
1. Idea screening
 2. Idea generation
 3. Test marketing
 4. Concept testing
- 1-i. Which of the following is the quality certification mark for agriculture products? (CO5) 1
1. BIS
 2. AGMARK
 3. ISI
 4. ISO 2000
- 1-j. Digital marketing is often referred to as _____. (CO5) 1
1. online marketing
 2. internet marketing
 3. web marketing
 4. All of the above

2. Attempt all parts:-

- 2.a. Explain the Product Oriented Concept of Marketing in short. (CO1) 2
- 2.b. Differentiate between the commercial and consumer market's customers. (CO2) 2
- 2.c. How to select target market. (CO3) 2
- 2.d. Explain the concept of the product line. (CO4) 2
- 2.e. Explain the 'keywords' with reference to digital marketing? (CO5) 2

SECTION B

30

3. Answer any five of the following:-

- 3-a. Discuss and differentiate between retailing and wholesaling. (CO1) 6
- 3-b. Discuss the nature and scope of marketing? (CO1) 6
- 3-c. Explain the macro environmental factors in detail. (CO2) 6
- 3-d. A detailed study of consumer behavior is essential for the success of any business organization in the present environment. Examine the statement in the Indian context. (CO2) 6
- 3.e. Discuss the various bases on which markets are segmented. (CO3) 6
- 3.f. How pricing is handled in small and large-sized companies? Describe the factor to be considered in price setting. (CO4) 6

- 3.g. Discuss the major benefits as CRM. How can it be used as a weapon in modern marketing war? (CO5) 6

SECTION C

50

4. Answer any one of the following:-

4-a. Explain the core concepts of marketing in brief? (CO1) 10

4-b. Define environmental analysis and state its importance. (CO1) 10

5. Answer any one of the following:-

5-a. Discuss the Howard Sheth model of consumer behavior. (CO2) 10

5-b. Explain the stages of consumer decision making process and list ways to optimize it with a suitable example. (CO2) 10

6. Answer any one of the following:-

6-a. The ITC wants to market its cigarettes in Saudi Arabia and South Africa. However, the marketing manager wants to make a marketing plan to find the possibility of various modes of entry into these two countries. You are required to design STP strategies to help the marketing manager in this situation. (CO3) 10

6-b. Distinguish between Market Segmentation and Product Differentiation. Describe the bases that you will use in segmenting the market for the following products : Hair dryer ii) Low calorie sweetener (CO3) 10

7. Answer any one of the following:-

7-a. What should be the pricing & promotional strategies of the domestic retailers to increase their selling in comparison to Big Outlets? Suggest with suitable examples. (CO4) 10

7-b. Write about marketing promotional mix with suitable examples (CO4) 10

8. Answer any one of the following:-

8-a. Write a note on segmentation of rural markets with reference to geographic, demographic, psychographic and behavioral segmentation. (CO5) 10

8-b. Discuss the role and importance of MKIS. (CO5) 10