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NOIDA INSTITUTE OF ENGINEERING AND TECHNOLOGY, GREATER NOIDA

(An Autonomous Institute Affiliated to AKTU, Lucknow)

MBA

SEM: I - CARRY OVER THEORY EXAMINATION JUNE 2023

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. Today, marketing must be understood in a new sense that can be characterized as _____. (CO1) 1
- (a) Get there first with the most
 - (b) Management of youth demand.
 - (c) Satisfying customer needs
 - (d) Telling and selling.
- 1-b. _____ is an appropriate definition of want. (CO1) 1
- (a) The desires of consumers
 - (b) Needs related to society
 - (c) Basic human needs
 - (d) Needs directed to the product
- 1-c. _____ model tries to represent the rational brand choice behaviour by buyers when faced with situations involving incomplete information and limited abilities. (CO2) 1
- (a) sociological model

- (b) learning model
- (c) economic model
- (d) The howard sheth model
- 1-d. Which step of the buyer decision process immediately precedes the purchase decision? (CO2) 1
- (a) Evaluation of alternatives
- (b) Information search
- (c) Need recognition
- (d) Post purchase behaviour
- 1-e. Through market segmentation, companies divide large, heterogeneous markets into smaller segments that can be reached more_____with products and services that match their unique needs. (CO3) 1
- (a) Efficiently
- (b) Effectively
- (c) Intensely
- (d) Both A and B
- 1-f. Marketers of automobiles, financial services, and travel are most likely to use which of the following types of segmentation. (CO3) 1
- (a) gender
- (b) Income
- (c) occasion
- (d) usage rate
- 1-g. PLC in marketing represents two main challenges. 1st an organization must be good at developing new product to replace old ones and 2nd it must be good at _____. (CO4) 1
- (a) Functioning
- (b) Marketing
- (c) Selling
- (d) Adapting
- 1-h. ____ is not a part of 4Cs in marketing. (CO4) 1
- (a) Communication
- (b) Consumer
- (c) Cost
- (d) convenience

- 1-i. _____ is also used by companies for content creation, email personalization, transactions, customer support, and product recommendations. (CO5) 1
- (a) Artificial Intelligence
 - (b) Chatbots
 - (c) Whatsapp
 - (d) Youtube shorts
- 1-j. The customer resource pages of a company on “Facebook” is an example of _____. (CO5) 1
- (a) Viral Marketing
 - (b) Internal Marketing
 - (c) Network Marketing
 - (d) Referral Marketing

2. Attempt all parts:-

- 2.a. Define the term customer value. (CO1) 2
- 2.b. Enumerate two examples each of acquired and inherent buying motives. (CO2) 2
- 2.c. Define segmentation. (CO3) 2
- 2.d. Describe wholesaling. (CO4) 2
- 2.e. Define social media marketing with the help of any example. (CO5) 2

SECTION B

30

3. Answer any five of the following:-

- 3-a. Discuss environmental analysis in marketing context. (CO1) 6
- 3-b. Discuss the scope and functions of marketing management. (CO1) 6
- 3-c. Describe the importance of different roles performed by business buyers. (CO2) 6
- 3-d. Discuss the relevance of studying buyer behaviour in Indian retail market. (CO2) 6
- 3.e. Discuss psychographic segmentation with the help of suitable examples. (CO3) 6
- 3.f. Explain the role of wholesaler and distributor in marketing channels. (CO4) 6
- 3.g. List few of the issues faced in rural marketing. (CO5) 6

SECTION C

50

4. Answer any one of the following:-

- 4-a. Define marketing management, also discuss its importance in building economy. (CO1) 10

4-b. Discuss the various components of marketing in detail. (CO1) 10

5. Answer any one of the following:-

5-a. Explain the Nicosia model of consumer behavior. (CO2) 10

5-b. Discuss the Engel-Kollat-Blackwell model of consumer behavior. (CO2) 10

6. Answer any one of the following:-

6-a. Explain the role of communication in a positioning strategy. (CO3) 10

6-b. Explain the importance of Market Segmentation. Discuss the variables that are used for segmenting the market of FMCG goods. (CO3) 10

7. Answer any one of the following:-

7-a. Enumerate the real meaning of the term Product Life Cycle (PLC) . Explain the stages of PLC. Find out in which stage of PLC are the following product in India, and suggest suitable marketing strategies for each : a) Tooth Powder b) Microwave Ovens c) Bicycles d) VCRs. (CO4) 10

7-b. Write down a lucid note on pricing strategies. (CO4) 10

8. Answer any one of the following:-

8-a. Differentiate between the traditional marketing and marketing in today's digital age with respect to Indian business scenario. (CO5) 10

8-b. Explain CRM. Discuss the role of CRM in increasing market share. (CO5) 10