

B.B.E. Internal Examination (2nd Year)

MARKETING MANAGEMENT

Max. Marks: 50

Time: 2 Hrs.

Note: All questions are compulsory. All questions carry equal marks.

- Q1. Discuss the different environmental forces that affect the marketing management of businesses.
- Q2. Elaborate the major segmentation bases used to segment markets. Suggest suitable bases for Bluetooth speakers with suitable reasoning.
- Q3. “All products pass through all stages of life cycle and there is no relevance of different strategies for different stages of life cycle.” Comment on the statement.
- Q4. What do you mean by brand equity? Highlight the means used by brands to differentiate their offering using examples.
- Q5. Write short notes on any 2 of the following:
- a) Points of Parity vs. Points of Difference
 - b) Psychological Pricing
 - c) Marketing Myopia
 - d) Sales concept and marketing concept

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MCQ

Course Name: BBE

Paper Name: Marketing Management

Semester: IV

- 1) The additional P's of marketing are
- a. People, Physical evidence, Package
 - b. People, Physical evidence, Process
 - c. People, Process, Packaging
 - d. Physical evidence, Process, Packaging

Ans: b

- 2) One of the features of marketing research is
- a. It is multi-tasking
 - b. It is multi-purpose
 - c. It is multi-disciplinary
 - d. It is multi-natured

Ans: c

- 3) The objective of Test marketing is to
- a. Test the market with consumers
 - b. Introduce product in open market

- c. Predict product's performance and its future
- d. Test consumers with the product

Ans: c

- 4) Pricing is one of the essential components of
- a. Promotion mix
 - b. Marketing mix
 - c. Product mix
 - d. STP strategy

Ans: b

- 5) Minimum Wages act is an example for –
- a. Monetary policy
 - b. Economic policy
 - c. Legislation
 - d. Consumer protection

Ans: c

- 6) When each party has something that could be of value to other party, it results into –
- a. Exchange process
 - b. Marketing activity
 - c. Market place
 - d. Money exchange

Ans: a

- 7) All activities involved in selling goods or services for the purpose of resale or business use is termed as –
- a. Wholesaling
 - b. Retailing
 - c. Direct marketing
 - d. Direct sale

Ans: a

- 8) Product convenience becomes the _____ product buying motive –
- a. Patronage
 - b. Emotional
 - c. Rational
 - d. Habitual

Ans: c

- 9) The accurate meaning of "International Marketing" is –
- a. Marketing goods to developed countries
 - b. Marketing products worldwide
 - c. Selling global products in domestic market
 - d. Marketing using World Wide Web

Ans: b

- 10) One of the disadvantages of branding is –
- a. It is negative
 - b. It is competitive
 - c. It is costly

d. It is risky

Ans: c

11) Which of the following indicates a sales territory?

- a. A particular retail outlet
- b. A particular geographical location
- c. A specific market segment
- d. A specific sales journey

Ans: b

12) When the target market views a brand as one more entry in the market, it is called as –

- a. Over Positioning
- b. Confused positioning
- c. Under positioning
- d. Doubtful positioning

Ans: c

13) Marketing communication mix is also called as –

- a. Promotion mix
- b. Product mix
- c. Personal communication mix
- d. Marketing mix

Ans: a

14) When major supplies are received for the first time from a new supplier it is called as –

- a. Straight buy
- b. Straight re-buy
- c. New task
- d. Modified re-buy

Ans: c

15) A brand which bears the name of the seller or store where it's sold is called as –

- a. Co-brand
- b. Manufacturer brand
- c. Private brand
- d. Multi brand

Ans: c

16) Which of the following is an example for product attribute?

- a. Product design
- b. Product packaging
- c. Brand
- d. Brand equity

Ans: a

17) The type of market where single seller dominates the entire market is referred to as –

- a. Perfect
- b. Imperfect
- c. Local
- d. Global

ans:b

18) When the company has its goods sold in as many retail outlets as possible, the distribution is called –

- a. Selective
- b. Exclusive
- c. Open
- d. Intensive

ans: d

19) Delphi method of estimating future demand for a product or service is associated with

- a. Past sales analysis
- b. Expert opinion method
- c. Market test method
- d. Composite of sales force opinion

ans: b

20) Positioning the production system means

- a. Selecting the type of product design.
- b. Selecting the type of production processing system.
- c. Selecting the type of finished goods inventory policy for each product group.
- d. All of the above.

Ans: d