

CBCS SCHEME

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OMBA104

First Semester MBA Online Degree Examination February / March 2024

MARKETING MANAGEMENT

Time: 3 Hours

Max.Marks:70

- Note: 1. Answer all questions in Section - A
 2. Answer any *five* full questions from Q1 to Q8 in Section - B
 3. Section - C is compulsory
 4. M: Marks, L: Bloom's Level, CO: Course Outcomes

Questions	Section - A (20 x 1 = 20 Marks)	M	L	CO
1.	Which of the following reflects the marketing concept philosophy?	1	1	1
	a. "You won't find a better deal anywhere".			
	b. "When it's profits versus customers' needs, profits will always win out".			
	c. "We are in the business of making and selling superiorproduct".			
	d. "We won't have a marketing department, we have a customer department".			
2.	_____ is the collection and interpretation of information about forces, events, and relationships that may affect the organization.	1	2	1
	a. Environmental scanning			
	b. Stakeholder analysis			
	c. Market sampling			
	d. Opportunity analysis			
3.	Which of the following is not part of demographic segmentation?	1	2	2
	a. Age			
	b. Income			
	c. Education			
	d. Interest			
4.	_____ is the next stage of market segmentation.	1	2	2
	a. Market targeting			
	b. Positioning			
	c. MIS			
	d. Marketing			

5.	In _____ stage, a product is well established in the market.	1	2	3
	a. Growth			
	b. Maturity			
	c. Introduction			
	d. Decline			
6.	The process of introducing higher quality products by a manufacturer is called _____.	1	2	3
	a. Product line expansion			
	b. Product line contraction			
	c. Trading down			
	d. Trading up			
7.	Augmented product contains _____.	1	2	3
	a. Basic needs			
	b. Functional characteristics			
	c. Additional benefits			
	d. Expected features			
8.	The practice of using the established brand names of two different companies on the same product is termed as _____.	1	2	3
	a. Manufacturer brand			
	b. Private brand			
	c. Brand licensing			
	d. Co-branding			
9.	Which pricing strategy sets prices based on production costs and desired profit margins?	1	1	3
	a. Market-Based Pricing			
	b. Skimming Pricing			
	c. Cost-Based Pricing			
	d. Value-Based Pricing			
10.	Skimming Pricing is characterized by:	1	2	3
	a. Setting a low initial price to penetrate the market quickly			
	b. Offering discounts to encourage bulk purchases			
	c. Setting an initially high price and gradually reducing it over time			
	d. Setting a low initial price to attract cost-conscious customers			

11.	Bundle Pricing is a strategy where businesses:	1	2	3
	a. Offer products at a premium price			
	b. Set prices based on competitor analysis			
	c. Bundle multiple products together at a discounted price			
	d. Set prices based on production and marketing costs			
12.	What is the primary goal of geographic pricing?	1	2	3
	a. To set different prices based on customer loyalty			
	b. To compete with rivals on price			
	c. To adjust prices based on seasonal demand			
	d. To set different prices based on the location of the customer			
13.	_____ are short-term incentives to encourage purchase or sales of a product or service.	1	2	4
	a. Advertising			
	b. Sales promotion			
	c. Online advertising			
	d. Public relations			
14.	The concept of _____ suggests that the company must blend the promotion tools carefully into a coordinated promotion mix.	1	2	4
	a. Public relations			
	b. Integrated market planning			
	c. Integrated marketing communications			
	d. Global cultural imperatives			
15.	Strategy of distribution in which seller allow certain outlets to sell its product is classified as _____.	1	2	5
	a. Inclusive distribution			
	b. Selective distribution			
	c. Intensive distribution			
	d. Exclusive distribution			
16.	McDonald's and KFC are good examples of _____.	1	3	5
	a. Distributors			
	b. Franchising			
	c. Merchant			
	d. Retailers			

17.	Marketing planning process starts with the _____.	1	2	5
	a. Situational Analysis			
	b. Product and services			
	c. Goal formation			
	d. Business Plan			
18.	Green marketing is defined as developing eco-friendly products and their packages to control the negative effects on _____.	1	2	5
	a. Environment			
	b. Organization			
	c. Products			
	d. Services			
19.	A _____ is an intangible product involving a deed, a performance or an effort that cannot be stored or physically possessed.	1	2	5
	a. Production			
	b. Consumption			
	c. Service			
	d. All of the above			
20.	_____ is a strategy designed to cultivate customer loyalty, interaction and long-term association with the company.	1	2	5
	a. Viral marketing			
	b. Relationship marketing			
	c. Social marketing			
	d. De-marketing			
Section - B (5 x 6 = 30 Marks)				
1.	Explain the consumer decision making process.	6	2	2
2.	What are the benefits of market segmentation? Explain.	6	2	1
3.	Explain the concept of PLC with its relevant strategies.	6	3	3
4.	"Packaging acts as a silent salesman". Justify.	6	5	3
5.	Describe the internal and external factors affecting pricing decisions.	6	2	3
6.	Explain the various consumer-oriented sales promotion tools with example.	6	2	4
7.	Describe the various channel design decisions with explain.	6	2	4
8.	Write a short note on i. Social media marketing ii. Cause related marketing	6	2	5

Section-C (1 x 20 = 20 Marks)

Casestudy:

Many marketers now believe that teenagers are becoming “Global Consumers” i.e. teenagers around the world are increasingly changing their consumption and purchasing pattern, especially in developing countries. Critically evaluate the situation and answer the following questions:

Questions				
a.	How macro environmental factors influence the teenager global consumer behavior? Explain.	10	3	1
b.	What marketing strategies need to be designed for such consumers?	10	3	4