



MAHARISHI UNIVERSITY OF MANAGEMENT AND TECHNOLOGY

MAHARISHI ROAD, MANGLA, BILASPUR (CHHATTISGHAR)-495001

FINAL EXAM : SEMESTER-II, SESSION 2021-22

COURSE – MBA, PAPER –II , SUBJECT CODE – MBA202

SUBJECT – MARKETING MANAGEMENT

Max Marks : 70

Min Pass Marks : 28

- All questions are compulsory.
- Be precise in your answers.

Que 1 Multiple choice : Read the following questions carefully and choose the suitable answer:

10X1=10

(i) **Who is the father of Modern Marketing.:**
A. Peter Drucker
B. Philips Kotler
C. Abraham Maslow
D. Adam Smith

(ii) **The extended P of seven marketing mix is**
A. People, product & place
B. People, Physical evidence, Promotion
C. Physical evidence, Promotion, Place
D. People, Physical evidence, Process

(iii) **What is Want for a specific product backed by an ability to pay?**
A. Demand
B. Need penalties
C. Want
D. Customer

(iv) **What is not a type of Marketing Concept.**
A. Marketing Concept
B. Product Concept
C. Production Concept
D. Supplier Concept

(v) **What makes a service different from a product?**
A. Intangibility
B. Pricing
C. Promotion
D. Liquidity

(vi) **Marketing mix is suggested by:-**
A. Philip Kotler
B. Neil Borden
C. Abraham Maslow
D. Adam Smith

(vii) **Which one of the following sets represents 4C's of the marketing mix?**
A. Customer, cost, convenience, communication
B. Comfort, cost, convenience, communication
C. Customer, cost, convenience, consultancy
D. Customer, cost, convenience, comfort

(viii) **Which is not included in product decisions :-**
A. Branding
B. Packaging
C. Labeling
D. Warehousing

(ix) STP in marketing is

- A. Segmentation, Targeting and Positioning
- B. Segmentation, Targeting and Pricing
- C. Service, Target, Provider
- D. Service, Target, Price

(x) BCG matrix tells about

- A. Product Strategy
- B. Market strategy
- C. Marketing strategy
- D. All of the above

Que 2 Short Answer (Any Five) –

5x4=20

- (a) Explain the need of marketing Management.
- (b) What is BCG matrix? Discuss with industry examples
- (c) Discuss the two major price strategies..
- (d) What are the philosophies of marketing? Discuss.
- (e) Explain Product mix.
- (f) What do you understand by market development?
- (g) Explain the basis of segmentation.

Que 3 Long Answer (Any Five) –

8x5=40

- (a) How the service industry marketing is different from product industry marketing?
- (b) Explain the new product development process in detail.
- (c) How do you analyse the new trends in marketing?.
- (d) What are the steps followed by an entrepreneur before launching new product for existing market?
- (e) Define a channel of distribution. Discuss the factors governing the choice of a particular channel.
- (f) Discuss the factors affecting marketing environment.
- (g) What is market segmentation? Elaborate how the effective segmentation can be done in context to Indian markets?
- (h) What is the importance of PLC?
- (i) Define marketing. Elaborate its core concepts, functions, elements and environment.
- (j) Discuss the present status of digital marketing for Indian customers.
