



MAHARISHI UNIVERSITY OF MANAGEMENT AND TECHNOLOGY

MAHARISHI ROAD, MANGLA, BILASPUR (CHHATTISGARH)-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) –

5×4=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) –

8×5=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.
