

M. COM.
SECOND SEMESTER
MARKETING MANAGEMENT
MCM-204

Duration: 3 Hrs.

Marks: 70

{ PART : A (OBJECTIVE) = 20
PART : B (DESCRIPTIVE) = 50 }

[PART-B ; Descriptive]

Duration: 2 Hrs. 40 Mins.

Marks: 50

[Answer question no. One (1) & any four (4) from the rest]

1. Critically analyzed Resonance model of Brand Equity. 10
2. What do you understand by promotion mix? Discuss the process of designing optimum promotion mix briefly. 2 + 8 = 10
3. Define pricing. Elaborate in brief, various factors influencing pricing decision. 2 + 8 = 10
4. What is marketing? Briefly explain the assumptions of various marketing concept. 2 + 8 = 10
5. Describe the process of designing optimum promotion mix. 10
6. Write a short note on: 5 + 5 = 10
 - a. Marketing Myopia
 - b. Segmentation
7. Define marketing environment. Explain the important elements of macro marketing environment. 2 + 8 = 10
8. Critically analyze the Product Life Cycle from marketer's perspectives. 10

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Duration: 20Mnts.

Marks: 20

[PART-A : Objective]

Choose the correct answer from the following:

1×20=20

1. The oldest concept of marketing
 - a. Exchange concept
 - b. Product concept
 - c. Marketing concept
 - d. Selling concept
2. The marketing concept focusing more on advertising, personal selling and publicity
 - a. Exchange concept
 - b. Product concept
 - c. Marketing concept
 - d. Selling concept
3. Marketing creates:
 - a. Time utility
 - b. Place utility
 - c. Possession utility
 - d. All the above
4. Brand Asset Valuator model of brand equity was developed by:
 - a. Philip Kotler
 - b. Kevin Lane Keller
 - c. Young & Rubicam
 - d. Peter Drucker
5. Brand Resonance model of brand equity was developed by:
 - a. Philip Kotler
 - b. Kevin Lane Keller
 - c. Young & Rubicam
 - d. Peter Drucker
6. A strategy attempting to serve all consumer groups with all the products that they might need
 - a. Single segment concentration strategy
 - b. Product specialization strategy
 - c. Market specialization strategy
 - d. Full market coverage strategy

7. 'X' is the act of designing the company's offering and image to occupy distinctive place in the target market's mind. What X refers to?
 - a. Positioning
 - b. Segmenting
 - c. Targeting
 - d. None of the above
8. A good brand name should be:
 - a. Easy to pronounce
 - b. Easy to remember
 - c. Both a & b
 - d. Neither a nor b
9. Element of product attributes are:
 - a. Selling
 - b. Advertising
 - c. Publicity
 - d. None of the above
10. At which stage in PLC, sales are at the peak and further increase is not possible?
 - a. Decline
 - b. Saturation
 - c. Maturity
 - d. Growth
11. Which element of the promotion mix do wholesalers generally apply to obtain their promotional objectives?
 - a. Advertising
 - b. Personal selling
 - c. Trade promotion
 - d. Direct marketing
12. Market sub-divided on the basis of behavioural characteristics is called:
 - a. Segmentation
 - b. Aggregation
 - c. Precision
 - d. None of these
13. Which concept of marketing is based on the assumption that superior products sell themselves?
 - a. Production
 - b. Marketing
 - c. Societal
 - d. Product

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Question Paper CUM Answer Sheet

PART (A) : OBJECTIVE

Serial no. of the main
Answer sheet

14. Non-store marketing includes

- a. Home selling
- b. Value Payable Post
- c. Vending machine
- d. All the above

15. Customer delight:

- a. Performance equal to expectation
- b. Performance less from expectation
- c. Performance more than expectation
- d. Expectation more than expectation

16. Which subject is relevant to the study of consumer behaviour?

- a. Economics
- b. Psychology
- c. Sociology
- d. All the above

17. Which one of the following is used for short-term sales achievement?

- a. Personal selling
- b. Advertising
- c. Sales promotion
- d. Public relation

18. The set of all actual and potential buyers of a product is known as:

- a. Customer group
- b. Industry
- c. Market
- d. None of these

19. At which stage of product life cycle are the pricing decisions most complex?

- a. Decline
- b. Growth
- c. Introduction
- d. Maturity

20. In India which pricing practice is not permissible?

- a. Penetrating pricing
- b. Skimming pricing
- c. Predatory pricing
- d. None of the above

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Course :

Semester : Roll No :

Enrollment No : Course code :

Course Title :

Session : 2016-17 Date :

Instructions / Guidelines

- The paper contains twenty (20) / ten (10) questions.
- The student shall write the answer in the box where it is provided.
- The student shall not overwrite / erase any answer and no mark shall be given for such act.
- Hand over the question paper cum answer sheet (Objective) within the allotted time (20 minutes / 10 minutes) to the invigilator.

Full Marks	Marks Obtained	Remarks
20		

Scrutinizer's Signature

Examiner's Signature

Invigilator's Signature