

Seat No. : _____

MU-101

March-2019

B.B.A., Sem.-IV

CC-209 : Marketing Management

Time : 2:30 Hours]

[Max. Marks : 70

1. (A) (i) Discuss the decline stage of PLC along with its characteristics and strategies. 7

(ii) Write a note on Product Mix. 7

OR

(i) Explain the different types of "Test Markets" of new product development process.

(ii) Discuss the various levels of Product.

(B) Choose the correct answer and rewrite the sentence : (any four) 4

(1) Industrial market contains business buyers who buy goods and services for _____.

(a) Re-selling (b) Personal use

(2) The strategy to enter the high end of the market for more growth, high margins is known as _____.

(a) upward stretch (b) downward stretch

(3) Corrugated box which contains dozens of bottles of a perfume is called as _____.

(a) Primary package (b) Shipping package

(4) A product line _____ occurs when a company lengthens its product line beyond its current range.

(a) featuring (b) stretching

(5) Consumer products that the consumer either does not know about or knows about but does not normally think of buying are called as _____.

(a) unsought (b) shopping

(6) _____ means the ability of a product to perform its function.

(a) Features (b) Quality

2. (A) (i) Discuss the various factors influencing pricing decisions. 7
(ii) Discuss the various options of Brand Name Selection. 7

OR

- (i) Write down the different objectives of pricing.
(ii) Describe the various Brand Sponsor decisions.

- (B) Choose the correct answer and rewrite the sentence : (any four) 4

(1) _____ Pricing Strategy is based on competitors' prices.

- (a) Cost plus (b) Going-rate

(2) _____ is a name, term, sign, symbol, or design or a combination of these that identifies the maker or seller of a product or service.

- (a) Price (b) Brand

(3) _____ bundling involves selling two products only as a package and not separately.

- (a) Pure (b) Mixed

(4) _____ is the act of adding value to an existing brand by improving product attributes and enhancing its overall appeal.

- (a) Brand Extension (b) Brand Rejuvenation

(5) In a _____, the parent brand is used to brand a new product that targets a new market segment within a product category currently served by parent brand.

- (a) line extension (b) brand extension

(6) A brand created and owned by the producer of a product or service is called as _____.

- (a) Private brand (b) Manufacturer's brand

3. (A) (i) Explain the various types of retailing. 7
(ii) Describe the various types of intermediaries. 7

OR

- (i) Define marketing channels. And narrate how they are important.
(ii) Explain the various types of wholesaling.

(B) Choose the correct answer and rewrite the sentence : (any three) 3

(1) A _____ VMS combines the successive stages of production and distribution under a single ownership.

- (a) Administered (b) Corporate

(2) A _____ Marketing System comprises of the Producer, Wholesalers and Retailers acting as a unified system.

- (a) Vertical Marketing System (b) Marketing Intelligence System

(3) Warehouse is the part of _____ marketing flow in the marketing channels.

- (a) Physical (b) Title

(4) Stocking the products in as many outlets as possible is called as _____ distribution strategy.

- (a) Exclusive (b) Intensive

(5) A vertical marketing system that coordinates successive stages of production and distribution, not through common ownership but through the size and power of one of the parties is called as _____.

- (a) Administered (b) Contractual

4. (A) (i) How the creative message can be developed. - Discuss. 7

(ii) Describe the steps of personal selling process. 7

OR

(i) Define Sales Promotion. Discuss the various consumer promotion tools.

(ii) Write down the various recruitment sources of sales force.

(B) Choose the correct answer and rewrite the sentence : (any three) 3

(1) _____ is a tool for creating publicity for the company and its products wherein companies arrange lectures of its top executives for its target customers.

- (a) Personal selling (b) Public relations

- (2) In which class of ad media do magazines and newspapers fall ?
(a) Direct Marketing (b) Print Media
- (3) News, Events, speeches, corporate-identity materials etc. are the major tool of _____.
(a) Direct marketing (b) Public relations
- (4) Selling through vending machines to customers is a type of _____.
(a) Retailing (b) Wholesaling
- (5) In _____ salesforce structure, each sales person is assigned to an exclusive product/s and sells the company's full line of products to all customers.
(a) Territorial (b) Product

downloaded from
StudentSuvidha.com