

PARUL UNIVERSITY
FACULTY OF MANAGEMENT
BBA Summer 2022 - 23 Examination

Semester: 4
Subject Code: 06101252
Subject Name: Marketing Management II

Date: 29/03/2023
Time: 10.30am to 1.00pm
Total Marks: 60

Instructions

1. All questions are compulsory.
2. Figures to the right indicate full marks.
3. Make suitable assumptions wherever necessary.
4. Start new question on new page.

Q.1 Do as Directed.**A).Multiple choice type questions/Fill in the blanks. (Each of 1 mark) (05)**

1. A strong brand commands
 - a) Intense employee loyalty
 - b) Intense consumer loyalty
 - c) Intense employer loyalty
 - d) None of the above
2. In _____ Pricing strategy ,the firm determines the price that would yield its target rate of return on Investment(ROI)
 - a) Target return
 - b) Competitive purity
 - c) Cost plus
 - d) Sealed bid
3. Under which pricing strategy the prices start high and are slowly lowered over time?
 - a) Market Penetration
 - b) Market Skimming
 - c) sealed bid
 - d) Value
4. _____ media can give 24-hour exposure to the public eye
 - a) Television
 - b) Flex Board
 - c) Print
 - d) Internet
5. Creating image of product in the minds of target group is called ?
 - a) Marketing
 - b) Branding
 - c) positioning
 - d) Popularizing

B).Define the following. (Each of 1 mark) (05)

- 1.Brand equity
2. Product differentiation
3. Advertising
4. Direct Marketing
5. Labeling

C).Direct questions. (Each of 1 mark) (05)

1. What do you understand by convenience product?
2. What are the few ways in which companies can differentiate their products.
3. Give three examples of brand mascots.
4. Mention three methods of consumer sales promotion
5. Mention brand elements in branding

Q.2 Answer the following questions.

- A). Define Brand extension. What can be the advantages and risks of brand extension decisions. (07)
- B). Explain difference between advertising and publicity. (08)

Q.3 Answer the following questions.

- A). Write a detailed note on steps in personal selling (07)
- B). Explain the various channels of distribution along with their importance. (08)

Q.4 Attempt any two questions. (Each of 7.5 mark) (15)

1. Explain how KFC uses Pricing Strategies for Profit Maximization?
2. Vaibhav a software professional is in dilemma he volunteers to prepare an advertising strategy on Radio for a set of books on spirituality on behalf of a trust. You are required to help Rohan in forming the strategy with the help of various elements.
3. "Aim of advertisement is not only to earn profit by increasing the sale. "In the context to this statement explain the importance of advertisement.
4. BATA INDIA is bouncing back in footwear market with same name and new horizons. What is the strategy known as? Critically evaluate in terms of current footwear market its success ratio.

