

Enrollment No: _____

Semester : 04
Subject Code: 16103251
Subject Name: Marketing Management - II

Date: 25/03/2023
Time: 10:30am to 01:00pm
Total Marks: 60

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.

A) Multiple choice type questions. (Each of one mark)

(06)

1. Great showing is no mishap, however a consequence of cautious preparation and?
 - a) research
 - b) selling
 - c) strategies
 - d) execution
2. _____ is a marketing term that refers to aggregating prospective buyers into groups or segments with common needs and who respond similarly to a marketing action.
 - a) Cultural values
 - b) Brand images
 - c) Marketing concepts
 - d) Market Segmentation
3. Advertising methodologies are frequently intended to impact _____ and lead to productive trades.
 - a) Sales strategies
 - b) Consumer decision making
 - c) Advertising strategies
 - d) Export strategies
4. At the point when a chief spotlights on making anything items are not difficult to deliver and afterward attempting to sell them, that supervisor has a _____ direction.
 - a) Sales
 - b) Marketing
 - c) Profit
 - d) Production
5. A shopper challenge is an illustration of _____.
 - a) Sales promotion
 - b) Indirect selling
 - c) Advertising
 - d) None
6. This Client Relationship The board Assumes significant part in selling
 - a) True
 - b) False

B) Definitions / One-liners / Terms. (Each of one mark)

(06)

1. Telemarketing.
2. Outbound Marketing
3. Brand Equity
4. Rural Marketing
5. Marketing Information System
6. Marketing research's

Q.2 Numerical / Short Note Questions. (Each of 04 mark)

(12)

1. Explain Issues in Marketing Services
2. Explain Developing Effective Communication
3. Explain Global Marketing Strategies?

Q.3 Answer the following. (Any Three)

(18)

1. Explain Benefits of e-Marketing
2. Explain Marketing Communication Mix
3. Explain Insights from consumers and market research are important ?
4. Explain the advantages and disadvantages of branding.

Q.4 Answer the following. (Any two)

(18)

1. Explain Metrics for Marketing that your company should be measuring
2. Explain the alternatives Components of Marketing Information System?
3. Explain Logistic Decision on Marketing.