

PARUL UNIVERSITY
FACULTY OF MANAGEMENT
BBA summer 2021-22 Examination

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

Date: 23/03/2022
Time: 10:30 am to 1:00 pm
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. Product differentiation can be along all of the following lines EXCEPT: distribution?
 - a) consistency.
 - b) reliability.
 - c) durability.
 - d) competitive parity.
2. A strong brand commands
 - a) Intense consumer loyalty
 - b) Intense employee loyalty
 - c) Intense employer loyalty
 - d) None of the above
3. Which of the following is NOT a typical supply chain member?
 - a) resellers
 - b) intermediaries
 - c) customers
 - d) government agencies
4. _____ media can give 24-hour exposure to the public eye
 - a) Television
 - b) Internet
 - c) Print
 - d) Flex Board
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. Trade Promotion
2. Product line
3. Brand equity
4. Vertical Marketing
5. Sales Territory

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

1. Give Examples of Direct Marketing
2. What do you understand by convenience product
3. Mention three methods of consumer sales promotion
4. What are the few ways in which companies can differentiate their products.
5. Mention few Examples of Multichannel Marketing.

Q.2 Answer the following questions.

A). Define Product and also explain the levels of the product with appropriate examples. (07)

B). What are the pricing strategies which can be used to arrive at appropriate pricing of the product? (08)

Q.3 Answer the following questions.

A). What do you understand by Retailing, discuss its types in detail? (07)

B). What are few techniques marketers use in marketing for their sales Promotion? **(08)**

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

1. “The strategies of the company’s product lie in the cycle it has entered” In the light of the same quote the strategies of the life cycle of the products.

2. Define product line and describe the various product line decisions.

3. How STARBUCKS Uses Pricing Strategies for Profit Maximization?

4. Rohan a software professional is in dilemma he volunteers to prepare a personal selling strategy for a set of books on spirituality on behalf of a trust. You are required to help Rohan in forming the strategy of personal selling.