

**PARUL UNIVERSITY**  
**FACULTY OF MANAGEMENT**  
**MBA Summer 2017 - 18 Examination**

Semester: 2

Date: 30/05/2018

Subject Code: 06200156

Time: 10:30AM TO 01:00PM

Subject Name: Marketing Management

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.

**Q1. Do as Directed****A Multiple Choice Questions****(05)**

1. "Incredible India" campaign is an example of
 

a Product Marketing	b Place Marketing
c Services Marketing	d Person Marketing
2. ----- concept holds that consumers prefer products that are widely available and are inexpensive
 

a Production concept	b Product Concept
c Selling Concept	d Marketing Concept.
3. Who among the following has given the Theory of Hierarchy of Needs?
 

a Sigmund Freud	b Frederick Herzberg
c Clay Alderfer	d Abraham Maslow
4. Segmenting the customers on the basis of their level of income is
 

a Demographic Segmentation	b Geographic Segmentation
c Psychographic Segmentation	d Behavioral Segmentation
5. In this phase of product life cycle, sales show stagnation and profits erode.
 

a Introduction	b Growth
c Maturity	d Decline

**B Define the following ( one mark each)****(05)**

1. Positioning
2. Customer-perceived value.
3. Modified Rebuy.
4. Points-of-difference.
5. Brand extension

**C Give Short Answers (one mark each)****(05)**

1. Enumerate the five stages in the Consumer Buying Process.
2. Who are gatekeepers in the business buying process?
3. What is brand performance?
4. What is price discrimination?
5. What are zero-level channels?

**Q2. Answer the following Questions****A** Explain the various criteria for effective segmentation.**(07)****B** Explain the Resonance model of Brand Equity.**(08)****Q3. Answer the following questions****A** Explain the various characteristics of services.**(07)****B** Explain the different levels of marketing channels.**(08)****Q4 Answer any TWO****(15)**

- 1 Describe the various ways in which companies can go international.
- 2 Differentiate between consumer market and business market.
- 3 What is sales promotion? Explain the various sales promotion tools.
- 4 Describe the various non-store retailing formats.