

PARUL UNIVERSITY
FACULTY OF COMMERCE
B.Com. (Hons), Summer 2017-18 Examination

Semester: 4

Date: 19/05/2018

Subject Code: 16103251

Time: 10:30 am to 1:00 pm

Subject Name: Marketing Management – II

Total Marks: 60

Instructions:

1. Attempt all questions as directed.
2. Figures to the right indicate full marks.
3. Make suitable assumptions wherever necessary.

Q.1 (A) Do as directed (MCQ, True or False) (1 mark each. All Compulsory) (06)

1. Market leader is the firm?
 - a) That is biggest in terms of manpower
 - b) That occupies the largest market shares
 - c) That has got financial muscle
 - d) That produces most innovative product
2. In a market penetration strategy.
 - a) A company attempts to fill the needs of an existing market with its present products
 - b) A company attempts to fill the needs of an existing market with new products
 - c) A company attempts to fill the needs of a new market
 - d) None of the above.
3. Rural marketing is similar as simply marketing. Rural marketing differs only in terms of buyers here; target market consists of customers living in rural areas.
 - a) True
 - b) False
4. At a fast-food restaurant, what is marketed?
 - a) Goods
 - b) Service
 - c) both
 - d) None of the above
5. Profits related to new product in its introductory stage are
 - a) Negative
 - b) continuously rising
 - c) higher
 - d) declining
6. Includes two aspects of brand – its association and personality?
 - a) Brand attitude.
 - b) Brand positioning
 - c) Brand relationship
 - d) Brand image

(B) Do as directed (Definitions / One-liners / Terms) (1 mark each. All Compulsory) (06)

1. What is Brand Equity?
2. What do you mean by Brand Loyalty?
3. What is Encirclement Attack?
4. Give two examples of positive Brand Equity.
5. Give two examples of positive country of origin effect?
6. Define Rural marketing?

Q.2 Answer the following. (4 mark each. All Compulsory) (12)

- A. Explain the main elements of Brand Equity.
- B. Describe the Market followers strategies used by marketers.
- C. Explain the significance of Indian rural market.

Q.3 Answer the following. (6 mark each. Any Three out of Four) (18)

- A. Analyze the Rural Environment in India.
- B. Write a Short note on country of origin effects
- C. Discuss the Brand Asset valuator model along with diagram.
- D. Explain in detail various Defense Strategies used by market leaders along with examples.

Q.4 Answer the following. (9 mark each. Any Two out of Three) (18)

- A. What is Product Life cycle? Explain in detail the marketing strategies of all the stages.
- B. Explain in detail Kapferer's Brand identity prism with proper diagram.
- C. Discuss Five modes of entry in the foreign market.