

**PARUL UNIVERSITY**  
**FACULTY OF COMMERCE**  
**B.Com (Hons) Summer 2018-19 Examination**

**Semester: 4**  
**Subject Code: 16103251**  
**Subject Name: Marketing Management – II**

**Date: 13/04/2019**  
**Time: 10:30 am to 01:00pm**  
**Total Marks: 60**

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**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 new market strategy .....
  - a) A company attempts to find new markets for its existing 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. Visual trade name that recognized brand is .....
  - a) Logo
  - b) Customer
  - c) Sounds
  - d) Slogan
  
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 Growth 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. Who are said to be market challengers?
2. Give two examples of Cloner.
3. What do you mean by Brand Loyalty.
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. Write a short note on Market nichers.
- B. Explain the main elements of Brand Equity.
- C. Explain the significance of Indian rural market.

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

**(18)**

- A. Write a short note on Rural consumer behavior.
- B. Explain in detail various Defense Strategies used by market leaders along with examples.
- C. Write a Short note on country of origin effects.
- D. Discuss the Brand pyramid model in detail.

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

**(18)**

- A. Discuss Five modes of entry in the foreign market.
- B. Write a short note on product life cycle. Also discuss the Strategies of Growth and maturity stage.
- C. Discuss the Brand Asset valuator model along with diagram.