

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

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

Date: 08/12/2018
Time: 02:00pm to 4:30pm
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)

(12)

1. At a fast-food restaurant, what is marketed?
 - a) Goods
 - b) Service
 - c) both
 - d) None of the above
2. Profits related to new product in its Declining stage are
 - a) Negative
 - b) Continuously rising
 - c) Higher
 - d) Declining
3. Includes two aspects of brand – its association and personality?
 - a) Brand attitude.
 - b) Brand positioning
 - c) Brand relationship
 - d) Brand image
4. 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
5. 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.
6. Visual trade name that recognized brand is
 - a) Logo
 - b) Customer
 - c) Sounds
 - d) Slogan

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

1. What do you mean by Brand Loyalty?
2. What is Flank Attack?
3. What is Brand Equity?
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. Analyze the Socio-cultural environment of Indian rural markets.
 - C. Write a short note on Market nichers.
- Q.3 Answer the following. (6 mark each. Any Three out of Four)** **(18)**
- A. Explain in detail Kapferer's Brand identity prism with proper diagram.
 - B. Explain in detail various Market challengers strategies along with examples.
 - C. Write a short note on Rural consumer behavior.
 - 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. Discuss the Brand Asset valuator model along with diagram.
 - B. What is Product Life cycle? Explain in detail the marketing strategies of Introduction stage and Maturity stage.
 - C. Discuss Five modes of entry in the foreign market.