

Seat No: _____

Enrolment No: _____

PARUL UNIVERSITY
FACULTY OF COMMERCE
B.Com(Hons) Winter 2019-20 Examination

Semester: 4

Date: 18/12/2019

Subject Code: 16103251

Time: 2:00m to 4:30pm

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)

(12)

1. Market Nicher is the firm ?
 - a) That is biggest in terms of manpower
 - b) That serve small market segments
 - c) That has got financial muscle
 - d) That produces most innovative product
2. In Geographic expansion 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 hopes to find customers in new markets for its product
 - d) None of the above.
3. Careful brand management look for to build product or services related to the
 - a) Target audience
 - b) Cost
 - c) Profit
 - d) All of answers are correct
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 Declining 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)

- 1. Who are said to be market leaders?
- 2. Give two examples of imitation.
- 3. What is Brand Equity?
- 4. What do you mean by Brand Loyalty?
- 5. What is Flank Attack?
- 6. Define Rural marketing?

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

(12)

- A. Analyze the Socio-cultural environment of Indian rural markets.
- B. Explain the main elements of Brand Equity.
- C. Describe the Market followers strategies used by marketers.

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

(18)

- A. Explain the importance of Indian rural market.
- B. Write a Short note on country of origin effects.
- C. Explain in detail Kapferer's Brand identity prism with proper diagram.
- D. Explain in detail various Market challengers strategies 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 for introduction stage and growth stage.
- B. Discuss the Brand Asset valuator model along with diagram.
- C. Discuss Five modes of entry in the foreign market.