

**PARUL UNIVERSITY**  
**FACULTY OF MANAGEMENT**  
**BBA Winter 2019 - 20 Examination**

**Semester: 4**  
**Subject Code: 06101252**  
**Subject Name: Marketing Management II**

**Date: 07/12/2019**  
**Time: 02:00pm to 04:30pm**  
**Total Marks: 60**

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**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.

**Q.1 Do as Directed.****A).Multiple choice type questions/Fill in the blanks. (Each of 1 mark) (05)**

1. Products that are sold through wide spread distribution network are classified as
  - (a) convenience products
  - (b) unsought products
  - (c) shopping products
  - (d) sought consumer products
2. Launching a product in a small part of market is known as
  - a) Acid test
  - b) competitive analysis
  - c) concept testing
  - d) Test marketing
3. Market-penetration pricing strategy can be adopted when
  - a) Market is highly price sensitive
  - b) Low price stimulates market growth
  - c) Both a & b
  - d) None of the above
4. The promotion P of marketing is also known as
  - a) production
  - b) cost
  - c) marketing communication
  - d) Product differentiation
5. The decision to use tractor trailers instead of the railway for transportation is related to which marketing mix element?
  - a) product
  - b) place
  - c) Price
  - d) promotion

**B).Define the following. (Each of 1 mark) (05)**

1. Augmented Product
2. Public relations
3. convenience store
4. Cost Plus Pricing strategy
5. Labeling

**C).Direct questions. (Each of 1 mark) (05)**

1. Give examples of any three unsought products
2. What are the five M's in marketing?
3. What is direct marketing?
4. What is promotional Pricing?
5. What do you mean by advertising?

**Q.2 Answer the following questions.**

- A).Discuss the new product development process in detail? (07)
- B).What are the various types of retailers? (08)

**Q.3 Answer the following questions.**

- A).What is pricing in marketing, explain few pricing strategies used in marketing. (07)
- B).What is sales promotion, give various types of sales promotion used in promotions. (08)

**Q.4 Attempt any two questions. (Each of 7.5 mark)**

**(15)**

1. "Strategies of marketing mix depends on the stage of it's life cycle" Discuss
2. "Determination of price of a product is a very crucial decision" Justify
3. Which type of channel of distribution will be suitable in each of the following cases?
  - For a perishable product
  - For durable products like washing machines.
  - For FMCG products
  - For Medical Product
  - For Cosmetic Products
4. Personal selling is and art but it has a process to follow, explain.