

PARUL UNIVERSITY
FACULTY OF MANAGEMENT
BBA Supplementary Winter 2017 - 18 Examination

Semester: 4

Date: 23/12/2017

Subject Code: 06101252

Time: 10.30 am to 1.00 pm

Subject Name: Marketing Management- II

Total Marks: 60

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 bought without detailed comparisons are best classified as

a) Sought products	c) Unsought products
b) Less convenient products	d) Convenient products
2. What does the term PLC stands for?

a) Product life cycle	c) Production life cycle
b) Product long cycle	d) Production long cycle
3. Drivers that differentiate and identify brands are classified as

a) Brand elements	c) Brand emotions
b) Brand conversation	d) Brand judgments
4. In marketing channels, conflict occurs in marketing channels working at same level is classified as

a) Steep conflict	c) Slope conflict
b) Vertical conflict	d) Horizontal conflict
5. Systematic blend of personal selling, sales promotion, advertising and public relations to communicate customer value is called

a) Promotion mix	c) Marketing communication mix
b) Strategic buyer behavior mix	d) Both a and b

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

1. Product Differentiation
2. Brand Equity
3. Channels of Distribution
4. Direct Marketing
5. Personal Selling

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

1. Mention two points of difference between Advertising and publicity
2. What do you mean by sales force management
3. Mention two objective of Pricing
4. Write a note on Pricing Strategies
5. Write a note on trade promotion

Q.2 Answer the following questions.**A). Write in detail about product life cycle.****(07)****B). Quote the factor affecting Pricing Decision****(08)****Q.3 Answer the following questions.****A). Define marketing concepts by using relevant examples?****(07)****B). What do you mean by channels of distribution explain functions of channels****(08)****Q.4 Attempt any two questions. (Each of 7.5 mark)****(15)**

1. Write a note on vertical and horizontal marketing system
2. "Pricing is the main factor which affects the consumer purchase." In what ways Producer can think to keep their prices to increase their sales.
3. Explain the importance of promotion in marketing.
4. What are the steps involved in personal selling Explain in brief