

PARUL UNIVERSITY
FACULTY OF MANAGEMENT
BBA Summer 2018 - 19 Examination

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

Date: 11/04/2019
Time: 10:30am to 1:00pm
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. Which of the following is not a characteristic of "Market Introduction Stage" in PLC?

- | | |
|---------------------------------|--------------------------------------|
| a) Demands has to be created | c) Costs are low |
| b) Makes no money at this stage | d) There is little or no competition |

2. Temporarily reducing prices to increase short-run sales are an example of which of the following?

- | | |
|----------------------|-------------------------|
| a) Segmented pricing | c) Promotional pricing |
| b) Dynamic pricing | d) Geographical pricing |

3. Out Of 4ps in marketing mix three are product, promotion, and price, which is the 4th P

- | | |
|------------|--------------|
| a) Purpose | c) Promotion |
| b) Pursuit | d) Plan |

4. In marketing intermediaries, way of distribution in which few dealers distribute company's product in selective territories is classified as

- | | |
|---------------------------|---------------------------|
| a) selective distribution | c) intensive distribution |
| b) inclusive distribution | d) exclusive distribution |

5. Which of the following promotional tools is thought to be the most expensive to use?

- | | |
|----------------------|---------------------|
| a) Personal selling. | c) Sales promotion. |
| b) Advertising | d) Public relations |

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

1. Direct Marketing

2. Horizontal Marketing

3. Brand Re launch

4. Product Differentiation

5. Publicity

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

1. Full form of AIDA

2. What is psychological pricing

3. Give the types of retailing

4. Mention the types of consumer sales promotions

5. Mention the Level of Product

Q.2 Answer the following questions.

A). Discuss the product development process of new product. **(07)**

B). Explain the pricing strategies in details **(08)**

Q.3 Answer the following questions.

A).What do mean by wholesaler. Explain the functions of wholesaler **(07)**

B).Discuss the steps in personal selling process **(08)**

Q.4 Attempt any two questions. **(Each of 7.5 mark)** **(15)**

1. Develop an Effective Advertising Programs for any product mentioning the 5m's in it.
2. Deciding the proper channel for distribution is necessary for the company's success. discuss
3. Discuss the Brand Re launch process of the product "Maggie"
4. Explain the product lifecycle strategies with proper examples.