

Seat No: _____

Enrollment No: _____

PARUL UNIVERSITY
FACULTY OF MANAGEMENT
BBA, Summer 2017-18 Examination

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

Date: 14/05/2018
Time: 2:00 pm 4:30pm
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. Avon, Amway, and Tupperware use which of the following forms of channel distribution?
 - a) direct marketing channel
 - b) indirect marketing channel
 - c) forward channel
 - d) fashion channel
2. Who sells to the customers?
 - a) Semi wholesalers
 - b) Retailer
 - c) Wholesalers
 - d) Distributor
3. Message framework design AIDA stands for
 - a) action, intention, design and attention
 - b) agency, intention, design and attention
 - c) action, interest, desire and attention
 - d) attention, interest, desire and action
4. An attractive idea must be developed into a
 - a) product idea
 - b) product image
 - c) product concept
 - d) test market
5. New product pricing strategy through which companies set lower prices to gain large market share is classified as
 - a) optional product pricing
 - b) penetration pricing
 - c) skimming pricing
 - d) captive product pricing

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

1. Skimming Pricing
2. Growth Strategies
3. Public relations
4. Personal Selling
5. Retailing

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

1. What is the full form of VMS?
2. Name few Brands of car
3. Define Merchant wholesaler
4. Draw one level channel for any product
5. Define Convenience product

Q.2 Answer the following questions.

- A). Discuss the role and importance of channel members. (07)**
- B). Discuss the steps of personal selling process. (08)**

Q.3 Answer the following questions.

A). Explain the Brand concept in brief (07)

B). Explain the sales promotions with its type (08)

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

- a) Explain product life cycle with its strategies.
- b) Discuss the steps of product development process.
- c) "Pricing is the main factor which affects the consumer purchase." In what ways Producer can think to keep their prices to increase their sales.
- d) How to develop an effective advertising programme for any organization.