

Seat No: _____

Enrollment No: _____

PARUL UNIVERSITY
FACULTY OF MANAGEMENT
BBA, 2017 Examination

Semester: 4
Subject Code:
Subject Name: Marketing Management

Date: (11/04/2017)
Time: (2hr:00min)
Total Marks: 50

Instructions

1. Attempt all questions from each section in the same paper
2. Figures to the right indicate full marks.
3. Make suitable assumptions wherever necessary.

SECTION-A-25 Marks (Questions from Module I and II)

Q.1 A (a). New-product development starts with _____. (3)

- A. idea screening
- B. idea generation
- C. concept development and testing
- D. marketing strategy development

(b). Profits related to new product in its introductory stage are

- A. Negative.
- B. Continuously rising.
- C. Higher.
- D. Declining.

(c). Brand equity refers to

- A. Equality of a Brand with others.
- B. Using Similar Brand names.
- C. Equal Price for Products
- D. Power and Value of a Brand

Q.1 (b) Definition / Short Questions (One Mark Each) (3)

- A. Brand Equity
- B. Product Differentiation
- C. Levels of Products

Q.2 Discuss the Product lifecycle with its strategies with relevant example (6)

Q.3 (a) Explain four Pricing strategies with relevant examples. (4)

Q.3 (b) what is product differentiation & how companies can differentiate their products with competitors (3)

OR

Q.3 (a) Explain Product development process in details. (4)

Q.3 (b) what are the factors that influence pricing decisions (3)

Q.4. All the product which consumers purchase are not of the same nature some are frequently purchase, some are rarely purchased and some don't have need of purchase.

Discuss this with examples in all the categories

(6)

SECTION-B-25 Marks (Questions from Module II and III)

Q.1 A (a). A _____ is a set of interdependent organizations involved in the process of Making a product or service available for use of consumption by the consumer or business user.

- A. retailer
- B. wholesaler
- C. distribution channel
- D. middleman

(b). Co- branding Involves

- A. Two Products Sold Together
- B. Company Brand.
- C. Two Companies use their Brand names together
- D. None of the above

(c). who sells to the customers?

- A. Semi wholesalers
- B. Wholesalers
- C. Retailer
- D. Distributor

Q.1 (b) Definition / Short Questions (One Mark Each)

(3)

- A. Brand Re launch
- B. Channel of Distribution
- C. Retailing

Q.2 Trace the channel levels suitable for the following products and services

(6)

- Car
- Mobile handset
- Life Insurance
- Hotels
- Laptops

Q.3 (a) what is the function of channel members.

(4)

Q.3 (b) Explain the type of retailer

(3)

OR

Q.3 (a) Define wholesaler, explain the function of wholesaler.

(4)

Q.3 (b) Explain special pricing strategy in detail.

(3)

Q.4. why do marketers pay a lot of attention on branding of their products? What is the major branding decision that firm has to take?

(6)