



BIJU PATNAIK INSTITUTE OF IT & MANAGEMENT STUDIES

1ST SEMESTER MBA (BATCH 2020-22)

CLASS TEST – I

Marketing Management (18 MBA 102)

Total Marks : 30

Time: 1½ Hours

1. Answer ALL the following questions briefly.

(6 x 1 = 6)

- Differentiate between traditional marketing and digital marketing.
- What is the Pareto principle?
- “Ask us quality not credit. Quality is our way of life. We adopt latest technology to provide the best quality products to our customers”. Explain which concept the company is following.
- What do you mean by marketing myopia? What should the company do to avoid it?
- Explain the difference between needs, wants and demand.
- Customers always buy products on the basis of perceived value or actual value? Explain.

2. Answer ANY THREE of the following:

(3 x 3 = 9)

- Explain the various types of markets.
- What is the difference between satisfaction and delight? Explain with the help of an example.
- How does Bookmyshow.com provide value to consumers?
- Explain the differences between marketing and selling.
- Marketing is meeting the demand or creating the demand too? Explain with example.

3. Answer ANY TWO of the following questions:

(7.5 x 2 = 15)

- Explain the Macro Environmental factors which have impacted the automobile industry during the covid-19 pandemic.
- What are the functions and scope of marketing?
- Answer the question given at the end of the following **CASELET**:

Ramesh a bright MBA graduate was working in an FMCG company in Kolkata for 4 years. He always had a passion to start his own company. His dad was opposed to his entrepreneurial ambitions and wanted him to continue in his corporate job.

Ramesh was deeply unhappy in his present job and one day in a fit of emotion resigned from his job and came back to BBSR. He had saved about Rs.5 lakhs from his salary over 4 years. His dad disapproved of Ramesh's move but could do little to stop him.

Ramesh's neighbour ran a small unit in his backyard where he made deep fried snack items like nimki, banana chips, potato chips, karela chips and sold in Chandrasekharpur area.

During the 1st month, Ramesh observed the process his neighbour used in making the snacks.

His observations:

- The unit was unhygienic and unhealthy
- The cook who prepared the items and fried them did not use proper hygiene
- Cooking oil was used multiple times for frying, it was changed once every week
- Vegetables were sliced by hand and hence lacked uniformity
- Packaging was done by using polythene packs and the fried items were packed without weighing them. Packs were of irregular sizes
- No branding of his snack items

Ramesh after much thought decided to concentrate only on the potato chip snack. He was certain that if he could make it successful and much sought-after then he would expand into other categories.

With his savings he bought a slicing and dicing machine which could also peel potatoes. He used his family garage as a place to make his snack items. He got it cleaned and painted and installed a new machine. He got a young cook and, in the 1st, week taught him the basics of hygiene in making the potato chips. He insisted that his cook wear gloves while preparing the snacks.

He made it mandatory to use cooking oil only once a day for frying. At the end of the day, he distributed the used 20 litres oil among the slum dwellers.

He did not have enough resources to change the packaging but decided to give his Chips a name **Mama Chips**, a simple name printed on his polythene package

He decided to price it the same as Lays Potato Chips.

Lays was selling 167gms of potato chips at Rs.20.

Ramesh decided to more than double the quantity to 350 gms at Rs.20. He felt this way his customers would get more value for their money.

He initially decided to focus on 3 areas for distribution Patia, Sailashree Vihar and Niladri Vihar which were residential areas.

He identified 20 stores which were famous for stocking quality snacks.

Ramesh decided not to spend on advertising and believed in word-of-mouth communication for success. He was not averse to promotional activities.

Question for caselet : Briefly state the way Ramesh used marketing mix elements to launch his Mama Potato chips? What kind of promotional strategies can Ramesh use for creating buzz about his Mama potato chips?



BIJU PATNAIK INSTITUTE OF IT & MANAGEMENT STUDIES
1ST SEMESTER MBA (BATCH 2018-20)

CLASS TEST – I

Marketing Management (18 MBA 102)

Total Marks : 30

Time: 1½ Hours

(Answer as per the instruction given in each question)

I. Answer all the following questions in 3-4 sentences each.

[10x1=10 Marks)

- a) What is the difference between market and marketing?
- b) What is holistic marketing?
- c) Explain the production concept.
- d) What is the 80:20 principle?
- e) What is meant by “need”? Write the five types of needs.
- f) What is customer delight?
- g) Explain the product concept.
- h) What is marketing myopia?
- i) What is de-marketing?
- j) What is market share?

II. Write short notes on any two of the following questions.

[5x2=10 Marks)

1. Marketing vs. selling
2. Importance of analyzing the marketing environment.
3. Bottom of the pyramid concept

III. Answer any one of the following questions.

[10x1=10 Marks)

1. Explain the concept of Marketing Mix.
2. Discuss the macro environment factors and micro environment factors in marketing.



BIJU PATNAIK INSTITUTE OF IT & MANAGEMENT STUDIES

1ST SEMESTER (BATCH 2017-19)

CLASS TEST – I

Marketing Management (MNG102)

Total Marks : 30

Time: 1½ Hours

(Answer as per the instruction given in each question)

I. Answer all the following questions.

[10x1=10 Marks]

- Exceeding customer expectations leads to
- Need recognition,, Evaluation of alternatives, Purchase decision, andare the different stages of Consumer Decision making process.
- When the company thinks of short term and ignores the needs of the customers in the long run. The phenomena is called.....
- Benefit – cost =
- 'Flying Taxis' are an example ofdemand.
- "To sell, you need right tactics, not necessarily a bright product". Which concept it relates to ?
-is about occupying the distinct image in the minds of the customer.
- Marketing of 'NEXA' model car is an example ofmarketing.
- "Two biscuits with morning or evening coffee". To which type of segmentation it is based on.
- Requirement of salt for consumption is a.....(need/want)

II. Answer any two of the following questions.

[2x5=10 Marks]

- Discuss different Marketing Concepts and their applications on today's world.
- What is the role of Marketing Mix in business? Explain it with examples.
- Explain Macro Environmental factors role in strategy formulation for a company?

III. Answer any one of the following questions.

[1x10=10 Marks]

- What is segmentation? What is the need for segmentation? Explain the variables of segmentation.
- Explain the factors that influence the consumer decision making process?



BIJU PATNAIK INSTITUTE OF IT & MANAGEMENT STUDIES

1ST SEMESTER (BATCH 2016-18)

CLASS TEST – I

Marketing Management (MNG102)

Total Marks : 30

Time: 1½ Hours

(Answer as per the instruction given in each question)

1. Explain the Terms:

(5 x 1 = 5 marks)

- (i) Marketing Mix
- (ii) Customer Value
- (iii) Niche Marketing
- (iv) Meta Marketing
- (v) Societal Marketing

2. Answer the followings:

(5 x 1 = 5 marks)

- (a) ‘We make products that match the needs of our customers and give them satisfaction’. What type of concept this company is following?
- (b) Sometimes companies remain busy in developing marketing activities (including quality development) without assessing the need of the customer and finally customers reject their product as it does not satisfy their specific need. What error the marketers commit for such failure or rejection by customers?
- (c) “Ask us quality, not credit. Quality is our way of life”. Which concept this company is following?
- (d) More number of working women in India sets a trend for marketers to produce ready to eat products, quality food materials and children products. Under which Macro-environment, this statement can be discussed?
- (e) Retail outlets, Hotel industries, Airlines companies issue privilege card to customers to retain loyal customers. This comes under what sort of segmentation?

3. (a) Draw the sketch and explain buyer seller interaction in the marketing system. (5 marks)

OR

Marketing, in true sense, is just not selling. Then what are the differences between selling and marketing ?

(b) What are the bases for segmenting Business market? Explain these. (5 marks)

OR

What is Segment Marketing? Is it a solution between Mass Marketing and Individual Marketing? Justify your answer.

4. Explain the Macro-environment variables which affect the business scenario. Give examples wherever necessary. (10 marks)

OR

Explain the bases for Segmenting Consumer Markets. Give suitable examples wherever necessary.



BIJU PATNAIK INSTITUTE OF IT & MANAGEMENT STUDIES

1ST SEMESTER (BATCH 2015-17)

CLASS TEST – I

Marketing Management (MNG102)

Total Marks : 30

Time: 1½ Hours

(Answer as per the instruction given in each question)

I. Write Brief Notes on :

[1x10=10]

1. 80 : 20 Principle
2. Market space
3. Latent demand
4. Marketing Myopia
5. Marketing mix
6. Production concept
7. AIO
8. Selective Retention
9. Mass Marketing
10. Sales Vs Marketing

II. Answer any two of the following :

[5x2=10]

1. Explain consumer buying decision making process.
2. Explain macro environment variables and how do they influence business.
3. Draw & explain holistic marketing concept.

III. Answer the following :

[10x1=10]

A Multi-national company want to enter into Indian market and will launch it's product Lipstick for upmarket. The company wants to find the market potential through segmentation process. Can you help the company by choosing bases and segment the market for its Lipstick. Explain.

Or

Explain the factors influencing consumer behavior. Do you think a consumer behave in same manner while purchasing a laptop and a candle? Justify your answer.

“Best of Luck”