



# BIJU PATNAIK INSTITUTE OF IT & MANAGEMENT STUDIES

## 1<sup>ST</sup> SEMESTER MBA (BATCH 2019-21)

### CLASS TEST – II

#### Marketing Management (18 MBA 102)

**Total Marks : 30**

**Time: 1½ Hours**

**1. Answer ALL the following questions briefly.**

**(1 x 10 = 10)**

- a) What is demographic segmentation?
- b) Define positioning.
- c) What is meant by “influencer”?
- d) What is viral marketing?
- e) What is social marketing?
- f) What is post-purchase behaviour?
- g) What is the meaning of target market?
- h) What is digital marketing?
- i) What is psychographic segmentation?
- j) What is meant by heterogeneous market?

**2. Write short notes on ANY TWO of the following:**

**(5 x 2 = 10)**

- a) Difference between organizational buying behaviour and consumer buying behaviour.
- b) Explain behavioural segmentation for any FMCG product.
- c) Explain the buyer roles.

**3. Answer ANY ONE of the following questions:**

**(10 x 1 = 10)**

a) Segment the market for *any* of the following products:

- i) Hyundai i10 Nios (priced in the range of Rs.5 – Rs.7 lakhs)

**OR**

- i) MI Note 8 Pro (priced at Rs.14,999)

- b) Explain the consumer decision making process for purchasing a smart TV (TV with internet connection).

\*\*\*



# BIJU PATNAIK INSTITUTE OF IT & MANAGEMENT STUDIES

1<sup>ST</sup> SEMESTER (BATCH 2018-20)

## CLASS TEST – II

### 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)**

1. What is meant by digital marketing?
2. What is meant by idea generation?
3. What is meant by positioning?
4. What is social marketing?
5. What is meant by AIO?
6. What are shopping goods?
7. Explain skimming pricing.
8. What is the meaning of augmented product?
9. What is zero level channel?
10. What is brand equity?

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

**[2x5=10 Marks)**

1. Difference between relationship marketing and transactional marketing.
2. Reasons for Channel conflict.
3. Market segmentation strategies.

**III. Answer any one of the following questions.**

**[1x10=10 Marks)**

1. Explain the concept of Product Life Cycle and the strategies used by marketers at different stages of the product life cycle.
2. What is IMC? What are the various elements of the promotion mix?

\*\*\*



# BIJU PATNAIK INSTITUTE OF IT & MANAGEMENT STUDIES

1<sup>ST</sup> SEMESTER (BATCH 2017-19)

## CLASS TEST – II

### Marketing Management (MNG102)

Total Marks : 30

Time: 1½ Hours

*(Answer as per the instruction given in each question)*

**I. Answer all the questions:**

*[1 x 10 = 10 marks]*

1. It is the added value endowed on a brand and the positive feelings about a brand. It is also the worth of a brand. This is.....
2. This PLC pattern comes quickly into the market, is adopted with great zeal, and then suddenly fades away because it doesn't satisfy a strong need. This is .....
3. This level exceeds customers' expectations which lead to delight. This level of product is called .....
4. This pricing strategy means charging high prices for a premium product. This is called Price .....
5. Cutting down or eliminating an item from the Product Line is called Line .....
6. Information on the package of the product is called as.....
7. Company utilizes a type of advertising in introduction stage of PLC which is called as.....
8. Simulation test is coming under ..... stage of New Product Development.
9. FMCG products are sold through.....distribution.
10. Companies sell their products through own retail outlets is also called as .....level channel.

**II. Answer any two of the following:**

*[2 x 5 = 10 marks]*

1. What is Sales Promotion? Mention any 5 tools of Sales Promotion (Don't Explain)
2. Discuss Direct Marketing.
3. Different strategies for conflict resolution in distribution channel.

**III. Answer any one of the following:**

*[1 x 10 = 10 marks]*

1. Describe the process for setting the price of a product or service under different context?
2. What is a new product? Explain how does a product emerge from just an idea to commercialization? Draw a flow chart of the process.

\*\*\*\*\*



# BIJU PATNAIK INSTITUTE OF IT & MANAGEMENT STUDIES

1<sup>ST</sup> SEMESTER (BATCH 2016-18)

## CLASS TEST – II

### Marketing Management (MNG102)

**Total Marks : 30**

**Time: 1½ Hours**

*(Answer as per the instruction given in each question)*

**I. Answer all the questions:**

*[1 x 10 = 10 marks]*

1. A group of related product in a products mix is called \_\_\_\_\_.
2. \_\_\_\_\_ is the paid form of non- personal communication.
3. When an existing brand name is used to launch a new product is known as \_\_\_\_\_.
4. FMCG companies follow \_\_\_\_\_ distribution strategy.
5. When a product demand remain stagnant, it is in \_\_\_\_\_ stage of PLC.
6. What is IMC?
7. What do you mean by direct marketing?
8. What do you mean by Guerilla Marketing?
9. What do you mean by Brand equity?
10. How is potential market different form target market?

**II. Answer any two of the following:**

*[2 x 5 = 10 marks]*

1. Explain five levels of a product.
2. What do you mean by channel conflict? Explain various kinds of channel conflict.
3. Explain various elements of promotion mix.

**III. Answer any one of the following:**

*[1 x 10 = 10 marks]*

1. Apart, from a good idea, what do you need, for successful product development?
2. Delineate the different pricing methods and discuss their strategic importance in marketing of products.

\*\*\*\*\*



# BIJU PATNAIK INSTITUTE OF IT & MANAGEMENT STUDIES

1<sup>ST</sup> SEMESTER (BATCH 2015-17)

## CLASS TEST – II

### Marketing Management (MNG102)

Total Marks : 30

Time: 1½ Hours

(Answer as per the instruction given in each question)

**Q 1: Answer all the questions:**

(1 x 10 = 10 marks)

- (a) Define Augmented product with suitable example.
- (b) What do you mean by unsought goods? What steps do you need to sell these type of goods?
- (c) What do you mean by Product Line? Explain with example.
- (d) *Maruti Udyog* is planning to enter into small light commercial vehicles. What type of extension is it?
- (e) What is Co-branding? Give example.
- (f) What are the advantages of Labeling?
- (g) What is a Fad?
- (h) What do you mean by *Go error & Drop error*?
- (i) What do you mean by Test Marketing?
- (j) What is a Brand?

**Q 2: Write short notes on any two of the following:**

(2 x 5 = 10 marks)

- (a) Adoption and Diffusion of innovation.
- (b) New product concept design and testing.
- (c) Calculate the Mark-up price of a product when –

*Variable Cost per unit:* = Rs. 10.00

*Fixed cost:* = Rs.3,00,000.00

*Expected Unit Sales:* = 50000 units

*Desired Mark-up* = 20%

**Q 3:** Explain the concept of Product Life Cycle, it's various stages, Symptoms of each stage and Strategies to be followed in every stage. Identify in which stage of PLC "***Micromax Cellphone***" is now & suggest suitable strategies which the company should follow. (7+3=10 marks)

**OR**

What are 3C's of Pricing? Explain various steps in setting the price of a product. (3+7=10 marks)

\*\*\*\*\*