



MAULANA ABUL KALAM AZAD UNIVERSITY OF TECHNOLOGY, WEST BENGAL

Paper Code : MB203 Marketing Management

UPID : 002029

Time Allotted : 3 Hours

Full Marks :70

The Figures in the margin indicate full marks.

Candidate are required to give their answers in their own words as far as practicable

Group-A (Very Short Answer Type Question)

1. Answer any ten of the following : [1 x 10 = 10]
- (I) Soham always feels left out from his friends like him or not, Soham is looking forward to fulfill his _____ needs
 - (II) Pig iron and yarn are examples of ?
 - (III) Which of the following marketing management orientations focuses primarily on improving efficiencies along the supply chain?
 - (IV) A _____ is the sales goal set for a product line, company division or sales representative. It is primarily a managerial device for defining and stimulating sales efforts.
 - (V) SEO in Digital Marketing stands for
 - (VI) _____ is psychological state of felt deprivation.
 - (VII) For intensive growth, the company first considers to gain more market share with its current products in their current market, using a _____ strategy
 - (VIII) A company uses the _____ pricing strategy when it sells a popular item at an artificially low price.
 - (IX) You are directed to study the actors close to the company that affect its ability to serve its customers- departments within the company, suppliers, marketing intermediaries, customer markets, competitors, and publics. What are you studying? _____
 - (X) Reynolds is investing capital to search for all possible augmentations and transformations their product might undergo in the future. This is an example of developing a(n) _____ product.
 - (XI) A customer goes to supermarket and has many choices for toothpaste, i.e., Pepsodent, Colgate, Dabur, Babool etc. This is an example of _____ force of Porter's 5 forces model to be high.
 - (XII) _____ pricing is based on how much customers are willing to pay.

Group-B (Short Answer Type Question)

Answer any three of the following : [5 x 3 = 15]

2. What is the purpose of packaging and labelling in FMCG products ? [5]
3. What are the characteristics of an effective segment? [5]
4. Outline the 5M's of Advertising. What role do the 5 M's play in Marketing ? [5]
5. Briefly explain the Value chain concept from the perspective of a dairy product manufacturing company. [5]
6. Identify the factors affecting the firm's pricing decisions. [5]

Group-C (Long Answer Type Question)

Answer any three of the following : [15 x 3 = 45]

7. (a) What is a PLC? [3]
- (b) Briefly enumerate the features of the different stages of PLC and outline the marketing mix strategies usually adopted by the firms in the different stages. [9]
- (c) Distinguish between Style, Fashion, FAD in terms of their PLC. [3]
8. (a) What is segmentation? Why is it important in Marketing? [3]
- (b) What are the bases of segmentation? [2]
- (c) Distinguish between Mass Marketing and Micro Marketing with examples [4]
- (d) Distinguish between differentiated , undifferentiated and concentrated marketing with examples [6]
9. (a) Rahul has been hired as the junior sales manager of a leading electronic equipment manufacturing company. He was asked to pitch to business client with a new product from the company. How will he execute the selling process ? Give a brief outline of the selling process. [10]

- (b) What is the AIDAS theory of selling? Briefly outline its marketing implication. [5]
10. (a) What is a Marketing Plan ? [3]
- (b) You have been appointed as the Regional Marketing Manager of a leading FMCG company. The company looks forward to introduce a new brand of Ayurvedic shampoo "The natural crown" . Draw up a Marketing Plan for introducing it in West Bengal. [12]
11. (a) In the case above identify the factors that led to the final purchase decision [7]
- (b) In the case above what was the process of Decision making - Elucidate. [8]

*** END OF PAPER ***