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MBA 1<sup>ST</sup> SEMESTER EXAMINATIONS (REGULAR), NOV/DEC 2019  
MB-105 –MARKETING MANAGEMENT – I

Time : 3 Hours Maximum : 100 Marks

The figures in the right hand margin indicate marks.

PART – I: (Multiple Choice Questions) 10x1=10 Marks

Q.1. Answer All Questions.

- a ..... is the father of Modern Marketing.  
a. Peter Drucker    b. Philip Kotler    c. Lester Wunderman    d. Abraham Maslow
- b Marketing is a process which aims at .....  
a. Production    b. Profit Making    c. satisfaction of customer needs    d. selling products
- c First step in marketing process is to .....  
a. define research objectives    b. develop research plan  
c. implement research plan    d. none of above.
- d Green marketing is a part of.....  
a. Social marketing    b. service marketing  
c. Relationship marketing    d. Rural marketing
- e segment whose size, purchasing power of customers and profiles of customers in segments can be measured in terms of numerical figures is considered as  
a. attainable segment    b. measurable segment  
c. accessible segment    d. substantial segment.
- f According to research, there are four factors that influence consumer buyer behaviour  
a. psychological, personal, social, CRM systems  
b. Cultural, organisational, personal, psychological  
c. cultural, social, personal, psychological  
d. none of the above.
- g Which of the following is one of the business roles in the purchase decision process?  
a. Gatekeeper    b. Producer    c. Retailer    d. None of the above
- h Which of the following is not an element of marketing mix?  
a. product    b. price    c. production    d. promotion
- i Using successful brand names to launch a new or modified product in new category is called  
a. Multi Branding    b. Line extension    c. Co-branding    d. Brand extension.
- j This pricing approach is used when the firm sets prices according to how much Customers are prepared to pay  
a. cost-oriented approach.    b. Demand –oriented approach  
c. competitor-oriented approach    d. value-oriented approach

PART – II(A): (Short Answer Questions)10x2=20 Marks

Q.2. Answer All questions

- a Define Marketing
- b What is macro environment?
- c What is societal Marketing?
- d Define market segmentation.
- e Define consumer behaviour.



- f What is positioning?
- g Define product.
- h What is test marketing?
- i What is pricing policy?
- j What is penetration pricing?

PART – II(B): (Short Answer Questions)8x5=40 Marks

Q .03. Answer *Any Eight from the following* questions

- a. Explain about the nature of Marketing?
- b. What are the challenges in marketing?
- c. Explain about green marketing?
- d. Market segmentation is important for target markets. Elaborate
- e. Explain the importance of consumer behaviour?
- f. What are the different roles of consumer in buying a product?
- g. What is Mass marketing?
- h. Why is marketing mix an important determinant of firm's success?
- i. What are the various functions undertaken for planning a product?
- j. What are the difficulties faced by marketers in branding their products?
- k. What are requisites of a good package?
- l. Explain the objectives of pricing policy of a business firm.

PART – III: Answer any two out of three 2x15=30  
Only Long Answer Type Questions (Answer any Two out of Three)

Q4.

- a What are the important functions to be performed in the process of Marketing? Discuss them briefly
- b What are the factors that influence the marketing environment of an organization?

Q5.

- a What are the various methods of segmenting the markets? Discuss.
- b What are the different steps in buying decision process?

Q6.

- a Explain the different steps in new product development process?
- b What are different pricing methods of a product?