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Time: 2 hrs

GIET UNIVERSITY, GUNUPUR – 765022

M. B. A (First Semester – Back Paper) Examinations, April' 2021

MB 105 – MARKETING MANAGEMENT I

Maximum: 50 Marks

The figures in the right hand margin indicate marks.**PART – I: (Multiple Choice Questions)****(1 x 10 = 10 Marks)****Q. 1 Answer ALL questions**

- a. Marketing utility consists of
A. Price. B. Place, price.
C. Product, place, price and profit. D. Product, Price, place, promotion
- b. A place for buying and selling activities is called
A. Market B. Marketing
C. Market research D. Market information
- c. The exchange value of a good/ service in terms of money is
A. Price B. Product
C. Buying D. Selling
- d. Selling the same product at different prices is known as
A. Price lining B. Dual pricing
C. Geographical pricing D. Monopoly pricing
- e. The words used to convey the advertisement idea is
A. Advertisement B. Advertisement Research
C. Advertisement copy D. Advertisement budget
- f. Advertisement promotes
A. Purchases B. Production
C. Sales D. Price
- g. Agricultural products are
A. Perishable B. Highly priced
C. Low quality products D. Heterogeneous goods
- h. The social aspect of marketing is to ensure
A. Price B. Demand
C. Low price with high quality D. Service goods
- i. The orange juice manufacturers know that orange juice is most often consumed in the mornings. However, they would like to change this and make the drink acceptable during othertime periods during the day. Which form of segmentation would they need to work with and establish strategy reflective of their desires?
A. Gender segmentation B. Benefit segmentation
C. Occasion segmentation D. Age and life cycle segmentation
- j. The typical method of retail operation used by supermarkets and catalog showrooms is called:
A. Self-service retailing B. Limited service retailing
C. Full service retailing D. Service merchandiser

PART – II : (Short Answer Questions)

(2 x 5 = 10 Marks)

Q.2. Answer ALL questions

- a. What is promotion?
- b. What is AIDA?
- c. How public relation is different from other promotional tools?
- d. Differentiate customer from consumer.
- e. Define a product.

PART – III: (Long Answer Questions)

(6 x 5 = 30 Marks)

Answer any **FIVE** questions.

3. Elaborate PLC.
4. Explain NPD.
5. What are the principles of advertisement?
6. What is consumer behaviour decision making process?
7. Explain black box model.
8. What are characteristics of services? Explain.
9. How to segmentize a market
10. What are targeting techniques?

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