

Indian Maritime University
(A Central University, Govt of India)
End Semester Examinations – December 2023
Programme Name: BBA (ML)
Semester: III
Subject Code: UG32T1302
Subject Name: Marketing Management

Date: 07.12.2023

Max Marks: 70

Duration: 03 Hrs

Pass Marks: 35

General Instructions

- (i) All Sections (A, B & C) are to be attempted.
- (ii) Options, if any, are specified in respective section.

Section A

For the following questions, choose the most suitable answer among the options given.

10 * 1 = 10 Marks.

1. Marketing activities are influenced by several factors inside and outside a business firm. These factors or forces influencing marketing decision-making are collectively called _____.
 - a. Marketing environment
 - b. Marketing system
 - c. Marketing planning
 - d. Marketing mix
2. The term "Marketing" refers to?
 - a. Promotion of the product
 - b. Focusing on sales and profit
 - c. Strategizing and implementing the organization process
 - d. Set of activities to deliver customer value and satisfaction
3. In consumer behavior CDM stands for _____.
 - a. Consumer Decision Making
 - b. Customer Decision Mix
 - c. Customer Development Model
 - d. Consumer Decision Mapping
4. Psychographic segmentation divides the market based on:
 - a. Age and gender.
 - b. Income and occupation.
 - c. Lifestyle, personality, and motives.
 - d. Regions and countries.
5. Which of the following is NOT one of the steps in the New Product Development process?
 - a. Idea Generation
 - b. Marketing Analysis
 - c. Idea Screening
 - d. Recruitment

6. The final step in the New Product Development process, where the product is launched into the market, is called:
- a. Test Marketing
 - b. Commercialization
 - c. Product Development
 - d. Concept Testing
7. Which of the following best describes a distribution channel?
- a. A marketing strategy to promote products.
 - b. A set of intermediaries involved in moving a product from the producer to the consumer.
 - c. A method to manage returns.
 - d. A sales training method.
8. The process of developing a sales force, coordinating sales operations, and implementing sales techniques and strategies is known as:
- a. Sales promotion
 - b. Sales management
 - c. Advertising
 - d. Direct marketing
9. CRM stands for:
- a. Complete Retail Management
 - b. Customer Retention Method
 - c. Customer Relationship Management
 - d. Centralized Revenue Marketing
10. In the 21st Century, which digital tool has become pivotal in marketing?
- a. Fax machines
 - b. Telephones
 - c. Typewriters
 - d. Social media platforms

Section B

Five Questions of 02 Marks each

- 11. Write a short note on societal marketing concept.
- 12. What is market segmentation?
- 13. What do you understand by product planning?
- 14. Define personal selling.
- 15. Write any three benefits of online marketing.

Section C

Answer any five questions from the following seven questions 5 * 10 = 50 Marks.

16. What is marketing mix? Describe its elements.
17. What do you mean by marketing research? Explain steps in the process of marketing research.
18. (a) What is meant by product life cycle? (3 Marks)
(b) Explain the stages of product life cycle with examples and figure. (7 Marks)
19. (a) Explain the significance of price in Marketing. (4 Marks)
(b) Distinguish between skimming pricing and penetration pricing. (6 Marks)
20. What is promotion mix? Describe its elements with suitable examples.
21. (a) Explain the importance of distribution channels. (4 Marks)
(b) Discuss the two types of distribution channels. (6 Marks)
22. Define marketing ethics. What ethical issues are involved in marketing?
