

INDIAN MARITIME UNIVERSITY
(A Central University, Govt. of India)

M BA(Port & Shipping Management/ International Transportation and Logistics)
December 2015 End Semester Examinations - Semester- I

Marketing Management

Subject Code: PG21T2106/PG22T2106

Time : 3 hrs
Date: 18.12.2015

Max.Marks :60
Pass Marks: 30

Section – A (MCQ)

Answer all the questions (12x1Marks = 12 Marks)

1. In marketing terminology, exchange will happen
 - a. Only in case of marketing of goods.
 - b. Only in case of marketing of services.
 - c. Only when there are at least two parties.
 - d. Only in organizations having a marketing plan.
2. A product enjoying a high market share and low market growth is known as
 - a. Cash cow.
 - b. Star.
 - c. Moon.
 - d. Horse.
3. Deontological ethics theory states that
 - a. People should adhere to their obligations when analyzing an ethical dilemma.
 - b. People should appoint neutral consultants when analyzing an ethical dilemma.
 - c. Ethical dilemma is solved by doing environmental analysis.
 - d. Ethical dilemma can alter resource allocation.
4. Convenience product is a
 - a. Consumer product.
 - b. Business product
 - c. Type of service.
 - d. Product available only through on-line channel.
5. Concept testing refers to
 - a. Testing the knowledge of marketing principles.
 - b. Testing the suitability of the marketing questionnaire.
 - c. A Test to evaluate a new product idea after the prototype has been developed.
 - d. A Test to evaluate a new product idea before the prototype has been developed.

6. Which of the following is an alternative to test marketing
 - a. Web based Market survey
 - b. Single source research using supermarket scanner data.
 - c. Telephonic survey.
 - d. None of the above.
7. Experience quality refers to
 - a. Assessment of quality of services before purchase.
 - b. Assessment of quality of services after purchase.
 - c. Assessment of quality of services only by persons with appropriate knowledge.
 - d. None of the above.
8. Internal marketing is very relevant in
 - a. Consumer goods marketing.
 - b. Services marketing.
 - c. Business marketing.
 - d. Global marketing.
9. Temporal discrepancy refers to
 - a. A situation where the product is produced but retailer is not willing to stock.
 - b. A situation where the product is produced but the customer is not willing to buy.
 - c. A situation where the customer demand exists but the manufacturer is not willing to produce.
 - d. None of the above.
10. The right to operate a business or sell a product is known as
 - a. Dealership.
 - b. Franchise.
 - c. Factory outlet.
 - d. None of the above.
11. During the growth stage of a product, its price will normally be
 - a. Increasing.
 - b. Decreasing.
 - c. Very high.
 - d. Stabilizing.
12. Which of the following is a cost based tactic followed during economic downturn?
 - a. Predatory pricing.
 - b. Escalator pricing.
 - c. Value based pricing.
 - d. None of the above.

Section – B (200 Words)

Answer any 5 out of 7 (5x4 Marks=20 Marks)

13. What are the objectives of the marketing plan of an organization?
14. Explain the concept of product differentiation with examples?
15. What are the advantages of private brands?
16. Explain the new product development with the help of a flow chart?
17. What are the attributes of services making them different from goods?
18. List the factors influencing the choice of sales intermediaries by a producer?
19. What are conditions favourable for adopting a price skimming strategy?

Section - C (500 Words, Case Study/ Essay Type)

First question of the section is compulsory (1x7Marks=7Marks)

Answer any 3 out of 5 (3x7 Marks=21 Marks)

20. Uncontrollable elements in the external environment of a firm create opportunities and threats for the firm's marketing mix - Explain by choosing a product of your choice.
21. Explain the width and depth of the product mix of an organization with an example. What are the advantages of having a good width and depth of product mix?
22. Discuss the promotional methods suitable for various types of buying decisions.
23. Explain the Gap model of service quality?
24. Discuss the effectiveness of the various distribution channels for consumer products?
25. Discuss the pricing and other options available to companies during economic downturn?
