

**INDIAN MARITIME UNIVERSITY**  
(A Central University, Government of India)

December 2016 End Semester Examinations

First Semester – Master of Business Administration  
International Transportation and Logistics Management /  
Port and Shipping Management (2015 batch onwards)

Marketing Management (PG21T2106/ PG22T2106)

Date : 27.12.2016

Time: 3 Hrs

Maximum Marks: 60

Pass Marks : 30

SECTION-A

(12x 1= 12 Marks)

(Answer All Questions)

Choose the correct answer:

1. The relationship between benefits and the sacrifice necessary to obtain them is known as
  - a. Exchange
  - b. Value
  - c. Marketing
  - d. Price.
  
2. An organization with niche competitive advantage will
  - a. Focus on all the market segments in all the geographies.
  - b. Not have to incur any promotional expenses.
  - c. Always be an organization marketing “goods” only.
  - d. Target and serve a small segment of the market.
  
3. An organization marketing products with recyclable materials is said to be having
  - a. Production orientation
  - b. Sales orientation
  - c. Market orientation
  - d. Societal orientation
  
4. A group of closely related product items is known as
  - a. Product mix
  - b. Product portfolio
  - c. Product Line
  - d. Product cluster

5. Value of a company's brand names is known as
- Brand mark
  - Brand stock
  - Brand equity
  - Brand power
6. An organization will reposition an established brand due to
- Changing demographics.
  - Declining sales.
  - Changes in social environment.
  - All the above
7. Tangible aspects of a service is referred as
- Reliability
  - Empathy
  - Physical evidence
  - None of the above.
8. The gap between the Service features advertised and the service features delivered is
- Gap 1.
  - Gap 2.
  - Gap 3.
  - Gap 4.
9. Non-profit organizations are comparable to which of the following?
- FMCG companies.
  - Consumer durable marketers.
  - Services marketing companies.
  - None of the above.
10. The right to operate a business or to sell a product
- Agency.
  - Franchising.
  - Retailing.
  - Dealership.

11. During the maturity stage of a product, its price will normally

- a. Decrease.
- b. Increase.
- c. Stabilize.
- d. Remain same as before.

12. Which of the following is an unfair trade practice?

- a. Predatory pricing.
- b. Cartel.
- c. Exclusive retail shop.
- d. All of the above.

**SECTION-B**

**(5x 4= 20 Marks)**

**(Answer ANY FIVE Questions not exceeding 200 words each. All Questions carry equal marks)**

- 13. Why an organization should develop a marketing plan?
- 14. What are the strategic alternatives connected with marketing available to an organization?
- 15. Discuss the reasons for failure of some of the new-products.
- 16. What are the functions of packaging?
- 17. What are the components of service quality?
- 18. What are the factors affecting the choice of marketing channels?
- 19. What are the advantages and disadvantages of penetration pricing?

**SECTION - C**

**(4 x 7 = 28 Marks)**

**(Question No.20 is compulsory. Answer any THREE from the remaining questions. Each Analysis/ Answer should not exceed 500 words)**

- 20. Why the marketing mix of companies in the service sector is having 7 Ps? - Explain by choosing a service of your choice.
- 21. What is "Product Life Cycle?" Discuss the marketing strategies for various PLC stages.
- 22. Discuss the importance of test marketing and list the criteria for choosing Test markets.
- 23. Explain the AIDA concept for achieving the promotional goals of an organization.
- 24. Discuss the effectiveness of the various distribution channels for industrial products.
- 25. Explain the various geographic price tactics used by the producers.

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