

INDIAN MARITIME UNIVERSITY
(A Central University, Govt. of India)
End Semester Examinations –Dec 2019/Jan 2020
M.B.A (Port and Shipping Management) /
(International Transportation and Logistics Management)
Semester- I
PG21T2106/PG22T2106-Marketing Management

Date: 04-12-2019

Max Marks :60

Time: 3 Hrs

Pass Marks: 30

PART - A

(12x 1= 12 Marks)

Answer all questions, all questions carry equal marks.

1. Strong brand preference, little comparison of brands and low price-sensitivity refer to
 - a) Shopping goods
 - b) Convenience goods
 - c) Unsought goods
 - d) Speciality goods

2. Element of a brand that cannot be spoken is known as
 - a) Brand name
 - b) Brand value
 - c) Brand mark
 - d) Brand power

3. A milk marketing company deciding to introduce a buy back scheme for used milk covers in response to a call for a ban on single use plastic is an example of
 - a) Cost reduction
 - b) Social orientation
 - c) Competitive advantage
 - d) Public relations

4. Which of the below can be reason for new product failure
 - a) Incorrect positioning
 - b) Inferior product quality
 - c) Mismatch between features and customer expectations
 - d) All the above

5. Personal selling is not usually adopted for
 - a) Convenience goods
 - b) Shopping goods
 - c) Luxury goods
 - d) Industrial goods

6. Free samples, lucky draws are examples of

- a) Public relations
- b) Sales promotions
- c) Advertisements
- d) All the above

7. Which of the below is not a component of service quality

- a) Reliability
- b) Responsiveness
- c) Sympathy
- d) Assurance

8. A firm offering its service to meet individual customer need is called

- a) Personalisation
- b) Customisation
- c) Standardisation
- d) None of the above

9. Which of the below factors relate to service distribution

- a) Number of outlets
- b) Location
- c) Scheduling
- d) All the above

10. Which of the following is not an illegal pricing practice

- a) Predatory pricing
- b) Price fixing
- c) Bundling
- d) Price discrimination

11. Which of the following is a demand oriented tactic used in economic slowdown

- a) Price shading
- b) Escalator pricing
- c) Skimming pricing
- d) Delayed quotation pricing

12. Which of the following channel entities do not take *title* of goods

- a) Wholesalers
- b) Agents & Brokers
- c) Retailers
- d) Distributors

PART – B

Answer any FIVE from the following question (5 x 4 = 20 Marks)

13. What is segmenting and targeting markets and product positioning. What are the basis of segmenting, targeting and positioning.
14. What is internal marketing? Why is it important?
15. What are ATL and BTL activities in advertisements. Briefly explain with examples.
16. What are the different levels of distribution and when are they deployed.
17. What are Non Profit Organisations. What issues are faced in marketing of NPOs.
18. Describe the functions performed by channel intermediaries.
19. What are the global issues faced in branding, packaging and labeling.

PART - C

(4 x 7 = 28 Marks)

**Answer any four of the following questions
(Question no. 20 is compulsory)**

20. Select a convenience product that you are familiar with and critically evaluate it, with reference to 4Ps of marketing mix. What suggestions do you have to improve its marketing mix.
21. Explain the Gap model of service quality.
22. Why is Marketing Research important? Describe the steps involved in marketing research.
23. Explain the changes in demand, profits and competition of a product during its product life cycle and corresponding strategies in the marketing mix.
24. Explain briefly the steps in setting the right price of a product.
25. Explain what are product lines and product mix with the help of a diagram. What are the advantages of a long product line.
