

**INDIAN MARITIME UNIVERSITY**  
(A Central University, Government of India)  
**END SEMESTER EXAMINATIONS- JUNE 2019**

SEMESTER-I

**M.B.A**(Port and Shipping Management/International Transportation and  
Logistics Management)

**Marketing Management**  
**(PG21T2106/PG22T2106)**

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**Date:22-06-2019**

**Time:3Hrs**

**Max Marks: 60**

**Pass Marks: 30**

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**PART – A**

**Answer all the Questions**

12 x 1 = 12

1. Marketing includes
  - a. Research, targeting, and public relations
  - b. Communications (advertising and direct mail)
  - c. Neither A or B
  - d. Both A & B
  
2. What is known as the set of controllable tactical marketing tools—  
product, price, place and promotion
  - a. Marketing mix
  - b. Product mix
  - c. Marketing mix and product mix
  - d. Product line
  
3. ----- is the difference between the amount of product produced and the  
amount an end user wants to buy.
  - a. Indiscrepancy of quantity
  - b. Discrepancy of quantity
  - c. Dissimilarity and disharmony
  - d. None of the above
  
4. Among the following, what is the example of a core service?
  - a. Information processing
  - b. Possession processing
  - c. Mental stimulus processing
  - d. People processing
  
5. There are two marketing communication tools-----
  - a. Core service and supplementary services
  - b. Advertising and public relations
  - c. Marketing mix and product mix
  - d. None of the above

6. What is known as the process of evaluating each market segment's attractiveness?
  - a. Market targeting
  - b. Market niche
  - c. Customization
  - d. Personalization
  
7. The setting prices so that total revenue is as large as possible relative to total costs---
  - a. Status quo pricing
  - b. Profit maximization
  - c. Price equilibrium
  - d. Average variable cost
  
8. What is the best indicator of how likely a customer will make a purchase in the future?
  - a. Customer churning
  - b. Customer satisfaction
  - c. Customer dissatisfaction
  - d. Customer retention
  
9. In which stage, the product is no longer sold and becomes unpopular?
  - a. Introduction
  - b. Growth
  - c. Maturity
  - d. Decline
  
10. -----is the amount of money customers must pay to obtain the product
  - a. Promotion
  - b. Price
  - c. Advertising
  - d. None of the above
  
11. WOM is---
  - a. Word of Management
  - b. Word of Manipulation
  - c. Word of Mouth
  - d. Word of Marketing
  
12. Which is/are following correct related to services?
  - a. Intangible
  - b. Inseparable
  - c. Variability
  - d. All the above

**PART – B**  
**(Answer any five out of seven)**

5 x 4 = 20

13. "Marketing identifies unfulfilled needs and desires". Comment
14. How Services differ from Goods?
15. Write a note of 4 Ps of Marketing
16. Explain the term 'market segmentation'.
17. Define 'Price' and what are the two roles played by price.
18. Examine the introductory stage of a product life cycle.
19. Make a short note on your favorite advertisement

**PART – C**  
**(Question No.20 is compulsory and answer any three questions to be answered from the remaining)**

4 x 7 = 28

20. Explain the 7 Ps of Service Marketing
21. Discuss on 'Customer-driven Marketing Strategy'.
22. Distinguish between product line, product item and product mix. You have to explain the three concepts in detail in focusing on *any company/firm/organization* you studied or come across along with MARKETING STRATEGIES.
23. How to Set a Price on a Product/Service? Give examples.
24. Explain the role of distribution channel members (intermediaries, resellers, and middlemen).
25. Many people think marketing as personal selling. Others think it is same with advertising. Still others believe making products marketing has something to do with available in stores, arranging displays, and maintaining inventories of products for future sales. What is, according to you marketing? Give your detailed observations on marketing in the digital era (e-commerce and social media).

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