

# Sikkim Manipal University

## Model Question Paper

**Subject: Marketing Management**

**Subject code: MB 0030.**

**Total Time: 2 hours**

**Total Marks: 140**

Notes:

1. Question paper is divided into three parts i.e. Part A, Part B, and Part C.
  2. Part A consist 40 questions of one mark each
  3. Part B consist 20 questions of 2 marks each.
  4. Part C consist 15 questions of 4 marks each.
  5. All questions are compulsory
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### PART A (One mark questions)

1. The market in large town catering to the needs of villages and towns is known as-----
  - a. Local market
  - b. Regional market
  - c. National market
  - d. Global market
2. Objective of ----- concept is profit through customer satisfaction
  - a. Production concept
  - b. Product concept
  - c. Selling concept
  - d. Marketing concept
3. Which one of the following model is known as growth share matrix?
  - a. BCG matrix

- b. Henry Assael model
  - c. GE matrix
  - d. Ansoff model
4. Valuable competencies, physical assets and human assets represent companies'
- a. Strengths
  - b. Weaknesses
  - c. Opportunities
  - d. Threats
5. The example of macro environment is
- a. Supply chain
  - b. competitor
  - c. customer
  - d. natural resources
6. People for ethical treatment of animals is ----- type of publics
- a. Financial publics
  - b. media publics
  - c. citizen action groups
  - d. Internal publics
7. Marketing research process starts with
- a. developing the research plan
  - b. defining the problem
  - c. collecting the information
  - d. present the findings
8. Mall intercept method is
- a. asking the people to shop in mall.

- b. training customer how to pick goods in mall
  - c. Interviewing the people in shopping mall
  - d. Promotion by shopping mall owner
9. ----- is the combination of customs, beliefs, and values of consumers in a particular nation.
- a. Culture
  - b. Subculture
  - c. Social class
  - d. Global factors
10. Which of the following social class category is considered as below poverty line
- a. Deprived
  - b. Aspires
  - c. Seekers
  - d. Strivers
11. ----- is the highest need in the Maslow hierarchy
- a. Self actualization
  - b. Safety
  - c. Physiological
  - d. Esteem
12. Which of the following is driven from Freudian Psychology?
- a. The economic model
  - b. The learning model
  - c. The psychoanalytical model
  - d. The sociological model
13. Value analysis is done in the -----stage of business buying process

- a. Need description
  - b. Product specification
  - c. Supplier search
  - d. Proposal solicitation.
14. Comparing the buying situations against the stages in buying process is called as
- a. Buyer black box model
  - b. Henry assael model
  - c. Business buying process
  - d. Buy grid model
15. -----is the starting step in applying the marketing strategy
- a. Segmentation
  - b. Positioning
  - c. targeting
  - d. Marketing audit
16. Consumers who show no loyalty to any brand is called as
- a. Hard- core loyal
  - b. Split loyal
  - c. shifting loyal
  - d. Switchers
17. Which of the following is not a type of behavioral segmentation?
- a. life style
  - b. Occasions
  - c. Benefits
  - d. User status

18. Two dimensional graphs of how product, brand or company is perceived versus competition is known as
- a. Market mapping
  - b. Positioning maps
  - c. Consumer demographics profile
  - d. Segment profiling
19. -----is the fundamental goods or services offered to the consumer
- a. core product
  - b. Generic product
  - c. Expected product
  - d. augmented product
20. Which one of the following is an example of business goods?
- a. convenience goods
  - b. unsought goods
  - c. specialty goods
  - d. Materials and parts
21. The number of product line represents
- a. Product line length
  - b. product line stretching
  - c. Product line filling
  - d. product line pruning
22. The removing of unprofitable products from the product line is called as
- a. Product line filling
  - b. product line pruning
  - c. product line length

- d. Product line stretching
23. The number of customer exposed to brand name is called as-----
- a. Brand associations
  - b. brand loyalty
  - c. brand awareness
  - d. perceived quality
24. The strategy of coming out with new brand for new category products is called as
- a. Line extension
  - b. brand extension
  - c. Multi brands
  - d. new brands
25. Reliability, responsiveness, Assurance and empathy explains
- a. Service differentiation
  - b. Service quality
  - c. Service productivity
  - d. Service characteristics
26. If the number of products produced increases then
- a. Fixed cost remain same
  - b. variable cost remain same
  - c. fixed cost will go down
  - d. variable cost become negative
27. Break even point occurs when
- a. total revenue = total cost
  - b. total revenue= fixed cost
  - c. total revenue= variable cost

- d. total revenue= sunk cost
28. Which one of the following strategy is adopted by Wal-Mart?
- a. Close bid pricing
  - b. going rate pricing
  - c. every day low pricing
  - d. High low pricing
29. A strategy in which company stocks goods in limited number of retail outlets is called
- a. Intensive distribution
  - b. Selective distribution
  - c. Exclusive distribution
  - d. direct selling
30. ----- is the process of unpacking big packets into small packets
- a. Sorting
  - b. Breaking bulk
  - c. Holding stock
  - d. channels of communication
31. ----- stores sell products at low prices with low margin
- a. Discount store
  - b. off price retailer
  - c. Super store
  - d. convenience store
32. Which is paid form of non personal communication?
- a. sale promotion
  - b. public relation
  - c. personal selling

- d. advertising
33. News paper report, TV presentations are----- tools
- a. advertising
  - b. personal selling
  - c. sales promotion
  - d. Public relations
34. Hoardings, billboards and posters are some of the tools used in----- media
- a. Print
  - b. broad cast
  - c. Outdoor
  - d. Online
35. Quotas set on the bases of sales volumes is known as
- a. Sales quota
  - b. Expense quota
  - c. Profit quota
  - d. Activity quota
36. ----- is the first step in personal selling process
- a. Lead evaluation
  - b. lead generation
  - c. Buyer analysis
  - d. Order generation
37. Partnering in CRM involves
- a. Manufacturers and suppliers
  - b. Advertising agencies
  - c. Alliance between firm and competitors

- d. Alliance between firm and non profit organization
38. Humanistic relationship development depends on
- a. soft versions of SCM
  - b. soft version of relationship marketing
  - c. hard version of SCM
  - d. hard version of relationship marketing
39. In ----- international market entry strategy company provides know how to the domestic manufacturer
- a. Exporting
  - b. Licensing
  - c. contract manufacturing
  - d. Management contracting
40. ----- pricing MNC moves goods between its subsidiaries in various countries
- a. cost based pricing
  - b. demand based pricing
  - c. Transfer pricing
  - d. competition based pricing
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PART B (two marks)

41. Cotton and textile marketed located in Mumbai is an example of -----
- a. National market
  - b. Global market
  - c. Regional market
  - d. Local market
42. Relative market share is calculated as

- a. Market potential/ market share of the largest competitor
  - b. Market potential/ market share
  - c. market share of the SBU/ market share of the largest competitor
  - d. market share of the SBU/ Market potential of the largest competitor
43. The forces which are very close to company and have impact on value creation and customer service are known as
- a. political and legal environment
  - b. social and cultural environment
  - c. micro environment
  - d. economic and natural environment
44. The process of searching through information in data warehouse to identify meaningful patterns that guide decision making is called as -----
- a. data warehouse
  - b. data mining
  - c. Marketing decision support system.
  - d. data validation
45. Dominance, Autonomy and defensive attributes symbolize ----- factors of consumer behavior
- a. Cultural factors
  - b. Social factors
  - c. Personal factors
  - d. Psychological factors
46. Complex buying behavior occurs when
- a. significant difference between brands and high involvement exists
  - b. significant difference between brands and low involvement exists
  - c. few differences between brands and high involvement exists

- d. few difference between brands and low involvement exists

47. Complete the process

Problem recognition, Ned description, -----, supplier search, ----- supplier selection, order routine specification, performance review.

- a. prototype development and proposal association.
- b. Prototype development and product specification.
- c. Product specification and proposal association.
- d. Product specification and commercialization

48. ----- is a market coverage strategy in which the company treats the largest market as one and does not consider that there are market segments that exhibit uncommon needs

- a. Undifferentiated marketing
- b. Differentiated marketing
- c. concentrated marketing
- d. Positioning

49. Which of the following statement suits the need family best?

- a. those items within a product line that share one of several possible forms of the products
- b. the name associated with one or more items in the product line that is used to identify the source or character of the item.
- c. The core need that underlines the product family.
- d. All the product classes that can satisfy a core need with reasonable effectiveness

50. Private labeling is defined as

- a. brand owned by manufacturer and promoted directly or indirectly.
- b. these are store brands.
- c. It is the legal authorization by the trade marked brand owner to allow another company to use its brand for a fee.

- d. The practice of using the established brand names of two different companies on the same product.
51. Which one of the following is incorrect regarding service differentiation?
- a. Supply chain management practices are tools for service differentiation.
  - b. Image is used as factor differentiate services
  - c. Competition is an important factor for service differentiation.
  - d. Service firms can be differentiated on the bases of goods they produce.
52. The formula for unit cost calculation is
- a.  $\text{unit cost} = \text{variable cost} + (\text{fixed cost} / \text{unit sales})$
  - b.  $\text{Unit cost} = (\text{variable cost} + \text{fixed cost}) / \text{unit sales}$
  - c.  $\text{Unit cost} = (\text{variable cost} * \text{unit sales}) / \text{fixed cost}$
  - d.  $\text{Unit cost} = (\text{variable cost} * \text{fixed cost}) / \text{Unit sales}$
53. Which one of the following do not describe the Initiating the price changes strategies
- a. companies reduce their price when they have excess capacity
  - b. Falling market share in the face of strong competition
  - c. rising cost of raw materials
  - d. dominate the market through lower costs
54. Variety of products like raw materials, machines, machine tools, equipments, components and spares are sold in
- a. Consumer goods market
  - b. Industrial good market
  - c. Non profit market
  - d. Government market
55. Please mention any one of the following used for transportation of the Oil with a better value.
- a. Air transportation

- b. Water transportation
  - c. Surface transportation
  - d. Pipeline
56. Example of hypermarket is
- a. Tanishq
  - b. Shoppers stop
  - c. food world
  - d. reliance mart
57. Read the promotion message and identify the promotion technique  
' Britannia khao, world cup jao'
- a. price promotion
  - b. contest promotion
  - c. Multiple promotions
  - d. Add on promotion
58. Diversification is the strategy in which company-----
- a. increases the sales of company's existing products without modifying it in the existing market.
  - b. identifies the new markets to sell their existing products.
  - c. Identifies the existing market to sell their new products.
  - d. growth through starting up or acquiring businesses outside the company's current products and markets
59. Demographic environment describes the
- a. size, location, density and gender.
  - b. monetary policies
  - c. interest rate, Inflation, change in income.
  - d. working women and rise of metro sexual man

60. Recurrent information is the data that-----
- a. MIS supplies periodically
  - b. collected through scanning journals
  - c. derived for specific problem
  - d. collected one time only
- 

PART C (4 marks)

61. Company X is operating in FMCG segment. The market share of the company and its largest competitor are 8% and 54% respectively. If the industry growth rate and company growth rate are 24% and 50 %, what is the relative market share of the company?
- a. 1.4
  - b. 0.14
  - c. 0.014
  - d. 11.4
62. If the market is classified on the basis of nature of goods sold then what type of market soaps and detergents represents
- a. government market
  - b. consumer goods market
  - c. industrial goods market
  - d. Non profit market
63. Café- coffee day a reputed coffee chain in south India, started its operation in brigade road, Bangalore, in the year 1996. It offers different varieties of the coffee to its existing customers. Today it is having 100 stores in Bangalore. If this paragraph is analyzed on the basis of Igor Ansoff model of product / market expansion which one of the following quadrant it resembles
- a. market penetration
  - b. product development

- c. Market development
- d. Diversification

64. ORG- MARG, AC Neilson and IMRB are

- a. Soap manufacturing companies
- b. Hair oil manufacturing companies
- c. Marketing software development companies
- d. marketing research agencies

65. Directions: Mark A if both the statements are TRUE and the reason is a correct explanation of the statement. Mark B if both the statements are TRUE but the reason is NOT correct explanation of the statement. Mark C if the assertion is TRUE and the reason is FALSE. Mark D if the assertion is False and the reason is true

Assertion	Reason
Consumer spending pattern decides the condition of economic and natural environment	Spending pattern depends upon the geographical places where people live.

- a. A
- b. B
- c. C
- d. D      a. A

66. Match the following

Components	Description
1) <b>Internal record system</b>	i. Information about the marketing environment
2) <b>Marketing intelligence</b>	ii. Provides information on

<b>system</b>	specific marketing problem
<b>3) Marketing research system</b>	iii. Marketing decision support systems
<b>4) Analytical Marketing system</b>	iv. Sales information systems

- a. 1)-iv, 2)-i, 3)- ii, and 4)- iii.
- b. 1)-iv, 2)- iii, 3)-i and 4)- ii.
- c. 1)-iii, 2)-i, 3)- iv and 4)- ii.
- d. 1)-iii, 2)- iv, 3) –i, and 4)- ii

67. Match the following by analyzing Ansoff's matrix.

- |                        |   |
|------------------------|---|
| 1. Market penetration  | a. New markets and new products.        |
| 2. Product development | b. New markets and present products     |
| 3. Market development  | c. Present markets and new markets.     |
| 4. Diversification     | d. Present markets and present products |

- a. 1-a, 2-b, 3-c, 4-d
- b. 1-d, 2-c, 3-b,4-a
- c. 1-a, 2-c, 3-d,4-b
- d. 1-b, 2-c, 3-a, 4-d

68. Match the following on the basis of research approaches.

- |                           |   |
|---------------------------|---|
| 1. Observational research | a. skilled moderator led group discussion |
| 2. Focus group research   | b. data collection by watching.           |

3. Survey research                      c. actual purchase reflects consumer preferences.

4. Behavioral research                  d. use of questionnaire

a. 1-d, 2-c, 3-a,4-b

b. 1-b, 2-a, 3-d,4-c

c. 1-c, 2-b, 3-d,4-a

d. 1-c, 2-b, 3-a, 4-d

69. Match the following

1. Deprived      a. People earn less than Rs 90,000

2. Aspires        b. People earn between Rs 200,000 to Rs500, 000

3. Seekers        c. People earn between Rs 500,000 and 1,000,000

4. Strivers        d. People earn between Rs 90,000 to Rs 200,000

a. 1-a, 2-c, 3-d,4-b

b. 1-a, 2-d, 3-b,4-c

c. 1-b, 2-a, 3-d,4-c

d. 1-c, 2-b, 3-a, 4-d

70. Match the following on the basis of psychographic segmentation

1. Innovators                      a. Young, vital and enthusiastic

2. Thinkers                         b. successful, sophisticated, and active

3. Achievers                        c. Mature, satisfied, and comfortable

4. Experiencers                    d. career ad work oriented people

a. 1-d, 2-c, 3-a,4-b

b. 1-b, 2-d, 3-a,4-c

c. 1-b, 2-c, 3-d,4-a

d. 1-c, 2-b, 3-a, 4-d

71. Match the following

- |                      |                          |
|----------------------|--------------------------|
| 1. Convenience goods | a. Washing machine       |
| 2. Shopping goods    | b. FMCG                  |
| 3. Specialty goods   | c. Insurance scheme      |
| 4. Unsought goods    | d. Digital home theatre. |

a. 1-b, 2-a, 3-d, 4-c

b. 1-a, 2-d, 3-b, 4-c

c. 1-c, 2-a, 3-b, 4-d

d. 1-d, 2-c, 3-b, 4-a

72. Match the following

- |                            |  |
|----------------------------|--|
| 1. Product line length     | a. removing the unprofitable products from the product line. |
| 2. Product line stretching | b. adding more items in the present line                     |
| 3. Product line filling    | c. lengthening the product line                              |
| 4. Product line pruning    | d. The number of items in the product line                   |

a. 1-b, 2-a, 3-d, 4-c

b. 1-a, 2-d, 3-b, 4-c

c. 1-c, 2-a, 3-b, 4-d

d. 1-d, 2-c, 3-b, 4-a

73. According to National sample survey 2005-06, Monthly per capita consumption in rural and urban areas is Rs625 and Rs1, 171. Similarly Food expenditure in monthly per capita consumption in rural and urban areas are 53 % and 40% respectively.

Which one of the economic environment variable we are discussing here

- interest rate
- consumer spending pattern
- inflation
- Changes in income

74. Radio Indigo, FM radio station from Jupiter capital venture operates in Bangalore and Goa, plays international music. Radio indigo targets youth segment who like western music.

Describe the external environment force we are discussing from this section

- a. demographic environment
  - b. Natural environment
  - c. technological environment
  - d. Political environment
75. BSNL offers prepaid service recharge coupons in Rs175, Rs335, Rs500, Rs 1000, Rs2000 and Rs 5000 denominations.

What marketing mix is used in the above paragraph?

- a. product
  - b. place
  - c. price
  - d. promotion
-