

MID-WESTERN UNIVERSITY
FACULTY OF MANAGEMENT
FINAL EXAMINATIONS: 2074
MASTER OF BUSINESS STUDIES (MBS)
SEMESTER - II

Subject: Marketing Management

Course Code: MGMT 521

Full Marks: 100

Time: 4:00 Hours

You are required to answer in your own words as far as applicable. Figures in the margins indicate full marks.

SECTION A: CRITICAL THINKING QUESTIONS (10 X 2 = 20 MARKS)

Answer all questions:

- Q1. Differentiate between consumer product and industrial product.
- Q2. Define marketing mix.
- Q3. What is pricing?
- Q4. Write the meaning of advertising.
- Q5. List out any four forms of direct marketing.
- Q6. Write any two features of organizational buying.
- Q7. List out the levels of market segmentation.
- Q8. Define target marketing.
- Q9. Who are potential competitors?
- Q10. Write two reasons for customer relationship.

SECTION B: SHORT ANSWER QUESTIONS (6 X 8 = 48 MARKS)

Answer any SIX questions:

- Q11. Describe the components of core concept of marketing. (8)
- Q12. Write the differences between intelligence system and marketing research system. (8)
- Q13. Define technological environment and describe its impacts on marketing activities. (2+6)
- Q14. Briefly write the steps of consumer buying decision process. (8)
- Q15. What is product positioning? Explain different types of positioning strategies. (2+6)
- Q16. "Marketing strategies are the tools to fight the competitors". Write marketing strategies for Growth and Decline stage in PLC. (4+4)
- Q17. "Total Quality Management is a perfect solution to satisfy the customers". Illustrate some of the attributes of TQM. (8)
- Q18. How would you identify the competitors in the market as a Chief Executive of a business? Explain. (8)

SECTION C: LONG ANSWER QUESTIONS (2 X 16 = 32 MARKS)

Answer any TWO questions:

- Q19. Write and describe the components of holistic marketing concept. (16)
- Q20. "Direct marketing is the cost efficient way of distributing goods and services". Do you agree with the statement? Justify your answer. Also describe the ways of setting up an online marketing platform. (4+12)
- Q21. "Logistic management creates the utility of time, place and product". Give your answer to support the statement and explain the components of logistic management. (4+12)