

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
 - a. Brand mark
 - b. Brand stock
 - c. Brand equity
 - d. Brand power

6. An organization will reposition an established brand due to
 - a. Changing demographics.
 - b. Declining sales.
 - c. Changes in social environment.
 - d. All the above

7. Tangible aspects of a service is referred as
 - a. Reliability
 - b. Empathy
 - c. Physical evidence
 - d. None of the above.

8. The gap between the Service features advertised and the service features delivered is
 - a. Gap 1.
 - b. Gap 2.
 - c. Gap 3.
 - d. Gap 4.

9. Non-profit organizations are comparable to which of the following?
 - a. FMCG companies.
 - b. Consumer durable marketers.
 - c. Services marketing companies.
 - d. None of the above.

10. The right to operate a business or to sell a product
 - a. Agency.
 - b. Franchising.
 - c. Retailing.
 - d. 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.